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MARKETING ACTIVITY LEVEL OF SMALL MEDIUM ENTERPRISE; EVIDENCE FROM BUKITTINGGI CITY USING DEVELOPMENT OF CARSON'S MODEL

THESIS



**DWIYANNA FEBRIYANTI
07152124**

**MANAGEMENT DEPARTMENT
ECONOMICS FACULTY
ANDALAS UNIVERSITY
PADANG
2011**

MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS
ANDALAS UNIVERSITY

LETTER OF SKRIPSI APPROVAL

Herewith, Dean of Economics Faculty of Andalas University, Head of Department, and Skripsi Supervisor, stated that:

Name : Dwiyanca Febriyanti
Student Number : 07 152 124
Degree : S1 (Bachelor)
Field of Study : Management
Skripsi Title :

**Marketing Activity Level Of Small Medium Enterprise; Evidence From
Bukittinggi City Using Development Of Carson's Model**

Has already passed the exam on August 11, 2011 based on procedures and regulations, which prevail in the Faculty of Economics.

Padang, August 2011

Supervisor

Dr. Yulia Hendri Yeni, SE, MT, AK
NIP. 196407021990012001

Approved:

Dean of Faculty of Economics,

Head of Management Department

Prof. Dr. H. Syafruddin Karimi, SE, MA
NIP. 195410091980121001

Dr. Harif Amali Rivai, SE, MSi.
NIP. 197110221997011001

No. Alumni Universitas:	Dwiyantra Febriyanti	No. Alumni Fakultas:
a) Tempat/Tanggal Lahir: Bukittinggi/ 07 Februari 1989	f) Tanggal Lulus: 11 Agustus 2011	
b) Nama Orang Tua: Dharma Atmadja	g) Predikat Lulus: Memuaskan	
c) Fakultas: Ekonomi	h) IPK: 3.01	
d) Jurusan: Management International	i) Lama Studi: 3 tahun 11 bulan	
e) No BP: 07 152 124	j) Alamat Orang Tua: Jln.Gru tuo no.8, Bukittinggi	

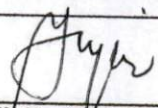
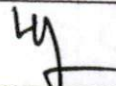
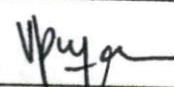
**MARKETING ACTIVITY LEVEL OF SMALL MEDIUM ENTERPRISE;
EVIDENCE FROM BUKITTINGGI CITY USING DEVELOPMENT OF CARSON'S
MODEL**

*Skripsi S1 Oleh: Dwiyantra Febriyanti
Pembimbing: Dr. Yulia Hendri Yeni, SE, MT, AK*

Abstract

This research views that marketing activity level of Small Business Enterprise (SMEs) in Bukittinggi city. SMEs plays important role in the development of the economy because small businesses are provider of employment and create new jobs. The researchers try to analyze marketing activity by analyzes the level of marketing from Carson's model. Based on this model will answered the impact of business size and length of activity in small Medium Enterprise (SMEs). By using Carson's model will shows the identification of activity and marketing level in SMEs. The activity consist of market knowledge, competitive advantage, customer, marketing, pricing, promotion, after sales service, product, distribution, competitors, market information. Because of the time and cost obstacle, this research only examines ten SMEs in Bukittinggi - West Sumatera. The Sample representatives are the SMEs in West Sumatera.

Skripsi ini telah di pertahankan di depan sidang pengujian dan dinyatakan lulus pada tanggal 10 Agustus 2011. Abstrak ini telah disetujui oleh pembimbing dan pengujian:

Tanda Tangan	1 	2 	3 
Nama Terang	Dr. Yulia Hendri Yeni, SE, MT, AK	Dr. Harif Amali Rivai, SE, MSi	Dr. Vera Pujani, SE, MM.Tech

Mengetahui,

Ketua Jurusan Manajemen

Dr. Harif Amali Rivai, SE, MSi
Nip. 197110221997011001


Tanda Tangan

Alumnus telah mendaftar ke Fakultas/ Universitas dan mendapat Nomor Alumnus:

	Petugas Fakultas/ Universitas
No. Alumni Fakultas:	Nama
No. Alumni Universitas:	Tanda Tangan
	Nama
	Tanda Tangan

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The writer understands this thesis need to be improved due to its limitations for achieving perfection. I therefore would gladly welcome suggestions and critics to improve its quality. I hope that this thesis will make valuable contribution to academicians, students and readers in general.

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DWIYANNA FEBRIYANTI

When I see your smile
Tears run down my face ..I can't replace
And now that I'm strong.. I have figured out
How this world turns cold and it breaks through my soul
And I know I'll find..
deep inside me ..I can be the one

I will never let you fall
I'll stand up with you forever
I'll be there for you through it all
Even if saving you sends me to heaven

It's okay Seasons are changing
And waves are crashing
And stars are falling all for us
Days grow longer and nights grow shorter
I can show you I'll be the one

I will never let you fall
I'll stand up with you forever
I'll be there for you through it all
Even if saving you sends me to heaven

Cuz you're my, you're my, my, my true love, my whole heart
Please don't throw that away
Cuz I'm here for you
Please don't walk away and
Please tell me you'll stay, stay!

use me as you will
Pull my strings just for a thrill
And I know I'll be okay
Though my skies are turning gray

((Dedicated for my true Love, Admar J. Junior ☺))

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Contribution of Small Medium Enterprises here after called (SMEs) in Indonesia's economy is enormous. This can be seen from the *Badan Pusat Statistik* 2007 (BPS) shows the percentage of the total number of SMEs compared to the company. In 2007 amounted to 99.9% in the same year the number of workers absorbed by this sector reached 99.4% of total employment. SMEs contribution for Gross Domestic Product (GDP) also large, more than half of our economy is supported by the production of SMEs (59.3%)

The amount of SMEs 2006 in Indonesia is more than 40 million (Adi, 2007). Soestrisno (2003) mentions that Indonesia SMEs need an additional around 20 million units SMEs to face 2020. Because SMEs are important sector that give more contribution for Indonesia's economic.

Bukittinggi is one of city in West Sumatra that almost of economic sector come from SMEs such as embroidery this also happened in many city in Indonesia. Based on *West Sumatra Governors regulations number 52 in 2005* explained SMEs are : (1) provider of workplace (2) employment opportunities to get job (3) distribution of income (4) Increasing the strength and Gross Regional Domestic Product (GDP) (5) Support the other economic sectors (6) To stabilize politic, social, and security.

The following table shows developments of SMEs in West Sumatra 2004-2008 period registered in the carbuncle of industry and trade in West Sumatra

Table 1.1 : Small Medium Enterprise In West Sumatra 2004-2008

Type of business	2004	2005	2006	2007	2008
Small	684	702	724	762	793
Medium	200	247	259	276	312

Source : Data dinas Perindustrian & Perdagangan sumbar(2004-2008)

From the table above about the data of SMEs researcher choose a marketing activities become a focus in this research in order to see the relationship marketing activity for SMEs it self. Researcher use the marketing implementation, Carson (1990) which offers a model which marketing activities are classified into three levels, known as non-marketing, where a firm generally reacts to customer requirements, has little or no knowledge of the customer base or the market and has no clear purpose. Implicit marketing, a firm which undertakes instinctive marketing as part of normal business activities, but it is fragmented because of lack of resources and expertise. and sophisticated marketing is a co-ordinate, integrated program of marketing with a clear purpose and objective. Developing categories carson add one category is inexpert marketing is a level of marketing between non-marketing and implicit marketing. This model is popular and widely used by researchers from various countries to see the profile of small business marketing activities.

1.2 Problem Statement

In line with the description above, this research is intended to address issues related to Level of activity from Carson's model in small and medium enterprise in West-Sumatra Bukittinggi"

After we found studies that related to marketing in small medium enterprise still limited. However this issue needs to be explored further and widely researched. This study will analyze aspect from the level of activity from Carson's model and the main question needs to be answered are:

"How the business size and lenght of activity implementation of Small and Medium Enterprise (SME) in bukittingi ?"

1.3 Research Objectives

With reference to the research problem, this study seeks to achieve the following objectives:

1. To obtain the overview of knowledge related to market in small medium enterprise
2. To investigate the competitors of small medium enterprise
3. To identify knowledge about small medium enterprise customer
4. To get marketing information related SMEs
5. To get information about the opinions of small and medium enterprises in relation to important events that affect the sustainability of their activities
6. To understand of competitive advantage of SMEs

6. To understand of competitive advantage of SMEs
7. To get information about the promotional activities of SMEs
8. To get explanation of SMEs pricing
9. To know the after-sales service in SMEs
10. To understand the relationship of business size and length of activity in SMEs

1.4 Contribution of Research

Understanding the marketing activities in small medium enterprise is absolutely needed for the SME itself. Furthermore, these may lead towards the SME performance. SME in west Sumatra need the information regarding this issue. This research is expected to give contribution in describing the real implementation marketing activities in SMEs. Therefore, SMEs not only in Bukittinggi but also in other SME will be able to understand more and implement marketing activities in order to get better performance

This study is also expected to solve the problem of the difficult understanding classification of marketing Levels. It also facilitates readers for collecting information related to the marketing activity level.

1.5 Scope of Research

This research aimed to analyze the marketing activity focusing on ten SMEs specifically in city of Bukittinggi. Bukittinggi chosen as a sample of research because Bukittinggi one of center embroidery product in west sumatra. Sampel SMEs embroidery research based on the criteria set by the BPS (2007) which has 5 to 19 permanent workers was small and 20-99 permanent workers was medium. The dimensions of marketing activity are: market, competitors, customer, market information, event (special event), competitive advantage, promotion, price, after-sales service, product, distribution adopted Carson's model.

1.6 Systematic of Writing

In order to make it easier and make moderate the forwarding of content, this research is divided into five chapter, they are:

- **CHAPTER I:**

This chapter discusses the background of the problem, research question, objectives of research, contribution of research, scope of research and systematic of writing.

- **CHAPTER II:**

In this chapter will explain basic theory used in the study that evaluates the containing bibliography about basis for theory.

- CHAPTER III:

This chapter explaining the research method which discussing about research design, population and sample, data collecting method, data analysis method.

- CHAPTER IV:

This chapter explaining the overview of Ten SME in bukittinggi - West Sumatera, the marketing activity by the SMEs in Bukittinggi West Sumatera.

- CHAPTER V:

On this chapter will explain about conclusion of research, suggestions of research, limitation of the research, implication of research and recommendation for further research.

CHAPTER II

REVIEW OF LITERATURE

2.1 Small Medium Enterprises

Indonesian rules No. 9/1995 about SMEs can be categorized as small and medium business if sales was under Rp.1 billion, have assets of less than Rp.200 million excluding land and buildings and not a subsidiary of a large company because of the scoop is too wide the focus of development is often not effective, and the other factor also come from the character and orientation of business owners.

According to the laws of the Republic of Indonesia number 20/2008 the criteria for SME are:

1. Micro-enterprises

- a. Asset Rp.50 million excluding land and building
- b. Having an annual sales revenue of Rp.300million

2. Small-enterprises

- a. Asset Rp.50 million - Rp.500 million, excluding land and building
- b. Having annual sales turnover of more than Rp.300 million - Rp.2.5 billion

3. Medium-enterprises

- a. Asset Rp.500 million - Rp.10 billion, excluding land and building
- b. Having annual sales turnover of more than Rp.2.5 billion - Rp.50 billion

The following table below will show the criteria of SME based on many organization:

Table 2.1 Criteria SME

Organization	Type of Business	Information of Criteria
Central statistical agency (BPS)	Micro enterprise	Employee< consist of 5 also with unpaid family workers
	Small enterprise	Employee: 5-19 person
	Medium enterprise	Employee: 20-99 person
Menneg Koperasi & PKM	Small enterprise (UU No. 9/1995)	Asset < Rp 200 Million besides land and building. - Yearly sales < Rp 1 Billion
	Medium enterprise (Inpres 10/1995)	Asset: Rp 200 Million – Rp 10 Billion
Central Bank (Bank Indonesia)	Micro enterprise (SK Dir BI No. 31/24/KEP/DIR 5 may 1998)	Business that run by poor people or almost becoming poor: - Own by local family resources and simple technology - Easy to go in or go out from the business
	Small enterprise (UU No. 9/1995)	Asset < Rp 200 Million besides land and building. - Yearly sales < Rp 1 Billion
	Medium enterprise (SK Dir BI No. 30/45/Dir/UK 5 January 1997)	Asset < Rp 5 Billion for industry sector - Asset < Rp 600 Million besides land and building for non-industrial manufacturing sector - Yearly sales < Rp 3 Billion
World Bank	Small Medium Enterprise	Employee < 20 person - Employee 20-150 person - Asset < Rp 500 thousand besides land and building

Source : kementerian lingkungan hidup Republik Indonesia (2007)

2.2 Marketing in SMEs

Marketing in practice in small firms seems to rely on personal contact networks (Hill and Wright, 2001; Gilmore *et al.* 2001; Brodie *et al.* 1997) and is often driven by the particular way in which an owner-manager does business. According to Gilmore *et al.* (2001) marketing in SMEs is likely to be haphazard, informal, loose, unstructured, spontaneous and reactive and conform to industry norms. Gilmore *et al.* (2001) showed that as a result of networking there was much more communication between the SME owner-manager and his/her competitors than is usually reported in the literature and that competing firms may be quite supportive of each other. Similarly, networking with customers usually involved building a relationship with one or two important individuals in those companies. Should those individuals leave then the relationship with the company would dissolve (Gilmore *et al.* 2001). Hence, SMEs owner-managers recognized that building relationships was vital to a company's success and they invested considerable time and effort in maintaining good relations with regular clients (Gilmore *et al.* 2001). The creation and existence of effective networking was concerned with maximizing marketing opportunities and ensuring the enterprise's survival and development (Gilmore *et al.* 2001).

According to Romano and Ratnatunga's (1995) extensive literature review, marketing in small businesses can be categorized as: marketing as a culture; marketing as a strategy; and marketing as tactics. Marketing as a culture was defined as analysis of consumer needs and wants and assessment of competitiveness of small enterprises. Marketing as a strategy was defined as

strategy development to enhance actual and potential market position of small enterprises. Marketing as tactics was defined as analysis of the 4Ps to influence the performance or growth of small enterprises. Romano and Ratnatunga (1995) also identified seven methodologies and three study objectives. However, Romano and Ratnatunga (1995) admit that the categorization of marketing in SMEs is somewhat arbitrary and invited the reader to devise their own categories.

Siu and Kirby (1998) identified four theoretical approaches to marketing in small firms: the Stages/Growth model; the Management Style approach; the Management Function model and the Contingency approach. The stages/growth model suggests that any model of small firm marketing must take into account the stage of development of the business but does not explain how the changes occur or account for the effects in variability of marketing skills between different owner-managers. The stages/growth model does not allow for leap-frogging due to technological advances such as the use of the internet. The management style approach acknowledges the limitations and constraints of the small firm (resources and capabilities) and provides a useful explanation for the poor development of marketing in small firms but does not explain the marketing practices actually used by small. The management function approach acknowledges that marketing is both an important business function and an essential concept in small firm growth and survival but many owner-managers simplify and misunderstand marketing as the 4Ps or interpret marketing as advertising. The management function approach has been vigorously criticized and few small business researchers have adopted this approach (Siu and Kirby, 1998).

2.3 Carson model of Marketing Activity in SMEs

Research on small businesses and their marketing activities has been largely limited to explanation of certain types of behavior observed in small businesses (Hannon and Atherton, 1998; Smith and Whittaker, 1998; Huang and Brown, 1999), or on the search for factor that are missing or present barriers in smaller businesses, accounting for their apparent inability to apply and use marketing ideas and concepts that were often developed for larger businesses (Barber et al, 1989; O'Brien, 1998; Freel, 2000). However, theory development in SMEs research seems to be somewhat limited in general. The work that has been done is more applied in nature, taking the form of perspective and descriptive frameworks and models, on how to apply certain business and management theories to the smaller business (e.g. Carson, 1990; Brooksbank, 1996; Valos and Baker, 1996; Brooksbank, 1999).

Work specifically on marketing models in SMEs has resulted in six interlocking exploratory and qualitative models (Carson, 1990). Hannon and Atherton (1998) suggested a matrix relating strategic awareness to planning effectiveness. None of these models resemble the role and relevance model since they do not tackle the same variable and dimension of marketing. These framework and models all make intrinsic sense of situation in SMEs and other organizations. However, these frameworks and models are not, to our knowledge, "proven" or tested in any formal way and so could be regarded as descriptive in nature. Carson emphasized the importance of marketing planning and how it must be adapted to the circumstances of the business. He saw the six models forming an "interlocking network revolving round the hub of marketing planning".

From the table below will show the six model of Carson:

Table 2.2 Carson models and Classification Categories

Models	Classification Categories		
1. Marketing limitations (expenditure, expertise, impact)	Minimal, self help, minimal	Limited, appreciation level, limited	Substantial, indepth, substantial
2. Level of generalization	General concepts	Industry specific	Situation specific
3. Planning versus operation	Minimal	Balanced	
4. Marketing planning adapted	Limited adaptation	Substantial adaptation	
5. Stages in marketing development	Reaction	Entrepreneurial tinkering	Expertly proactive
6. Levels of activity	Little or no marketing	Implicit – simple	Explicit – sophisticated

Source: *European Journal of marketing* (28,12)

This reserch will focus only to model 6 the activity marketing.

2.3.1 Levels of activity

Model 6 examines the techniques and operations of marketing in the context of marketing planning. This model draws on the dimensions surrounding the other models and classification can be made on the basis of both external and internal considerations. It differentiates three levels of marketing activity:

- Little or no marketing occurs where a firm generally reacts to customer requirements, has little or no knowledge of the customer base or the market and has no clear purpose.
- Implicit and simple marketing arises in a firm which undertakes instinctive marketing as part of normal business activities, but it is fragmented because of lack of resources and expertise.

- Explicit and sophisticated marketing is a co-ordinate, integrated program of marketing with a clear purpose and objective.

The following table shows the level marketing activity model

Table 2.3 Levels of marketing activity model

Little or no Marketing	Inexpert Marketing	Implicit/Simple Marketing	Explicit/Sophisticated Marketing
------------------------	--------------------	---------------------------	----------------------------------

Source : *journal of marketing*(1990)

The models developed by carson were used to undertake an evaluation of the marketing practices in each firm.

2.4 Non-marketing, implicit marketing, sophisticated marketing

To make the adapted model operational the following descriptions of a non marketing, implicit marketing and sophisticated marketing SME hotels have been developed, based on the literature derived from several examples of Carson's work, and supplemented by developments from the case study, with a new profile specifically developed as a result of this work for the additional category of inexpert marketing (Carson, 1990, 1999; Carson and Cromie, 1989; Carson *et al.*, 1995) (table 2.4).

Non-marketing. The non-marketing firm defines its markets in very general terms such as "young people" has no plans for the future and has little idea who costumer are. It does not collect or use market information and believes that no significant events that have occurred recently in its market. Non marketers

only consider competitors within the immediate vicinity and are unable to relate their “benefits” defined competitive advantages to competitors. Few promotional tools are employed, cost plus pricing strategies are used, and customer service is equated with complaints, with after sales service viewed as unnecessary.

The following table shows the level of non marketing activity

Table 2.4 Non Marketing Activity

Marketing Level	Marketing activity								
	Market Knowledge	Competitor	Customer	Market information	Significant event	Competitive advantage	Promotion	Price	After sales service
Non-M	Very General- No plans	Consider Immediate competitor only	Little knowledge of who costumers are	Little knowledge of who costumers are	Believes none have occurred	Poor awareness and articulation	Few tools used	Based on cost plus pricing	Deemed unnecessary

Source : journal of marketing(1990)

Inexpert marketing. The additional category of “Inexpert Marketing” is a level of marketing between non-marketing and implicit marketing. The firm whose level of marketing planning is “inexpert” has some understanding of the relevance of marketing and attempts to carry out marketing effectively, but does not have the required knowledgeable or experience to do so successfully. As such it has not yet become engaged in marketing as natural part of business activity and as such can be described as having a “non-instinctive” ability to market. A firm with inexpert marketing is seen as one that defines its market in terms of size, location and possibly competitors. It has minimal or no understanding of segments and does not employ targeting techniques, through it is aware of its market position. Although there is some knowledge of competitors (usually those in the same

geographic region who offer similar benefits and prices) it does not consider those in other areas or sectors. The inexperienced marketer knows its customers, can distinguish between key and normal customers (although they are not segmented) and may hold their contact details, but they are not actually contacted. A few relevant sources of market information are gathered, informally recorded and then used casually to inform decision. The inexperienced marketer is aware of key events that affect the market and can describe its competitive advantage, briefly linking it to competitors and customer benefits. Several promotional methods are used, although some may not be suitable or effective and similarly, a marketing mix is devised, but the elements may not be complementary. Pricing decisions are based on what the market will bear and competitors prices and although pricing is viewed as a function of finance, clever pricing decisions such as timely discounts are made. Although the inexperienced marketer considers customer service necessary, it has little awareness of the opportunities it offers.

The following table shows the level of Inexpert marketing activity

Table 2.5 Inexpert Marketing Activity

Marketing Level	Marketing activity								
	Market Knowledge	Competitor	Customer	Market information	Significant event	Competitive advantage	Promotion	Price	After sales service
Inexpert	Defines market in term of size, location, and competitor. No targeting	Some knowledge of close competitors	Know its customers. Has contact details-but doesn't use these, or segment customers	Limited and informal approach to collection	Aware of key events	Can describe competitive advantage	Uses several promotional methods, but they are not always the most suitable	Based on what the market will bear and competitor prices	Recognize as necessary, but limited use of opportunities

Source : journal of marketing(1990)

Implicit marketing. The implicit marketing firm defines its markets in terms of segment, size and location, although segments are not fully developed, targeting is carried out. It is aware of the number of the costumers and size of its costumer base and can differentiate between key and normal costumers. Marketing has increasingly become an "instinctive" activity with the use of numerous complementary source of market information applied in an informal and balanced manner to gain a competitive edge. This firm fully understands significant market events and their impact on the firm, can explain how competitive advantage sets the firm apart from competitors (although cannot detail how it defeats them) and has areas or markets under consideration for future expansion. The implicit firm utilizes several proactive promotional methods and is able to skillfully mix the "4 P's" of marketing. Price is based on what the market will bear, competitor's charges and the costumer's perception of value and the firm is able to use price to complete the product. Service is viewed as an opportunity and the implicit firm also regularly contacts costumers to ensure needs are being met and to inform them of new offers.

The following table shows the level of Implicit marketing activity

Table 2.6 Implicit Marketing Activity

Marketing Level	Marketing activity								
	Market Knowledge	Competitor	Customer	Market information	Significant event	Competitive advantage	Promotion	Price	After sales service
Implicit	Defines market in terms of size, location and segments. Conduct some targeting.	A more in-depth knowledge of close competitors, related to understanding of competitive advantage	Aware of size and segments in customer base, and differentiates between key and other costumers, possibly with aid of CRM database	Numerous complementary sources applied informally to create and maintain a competitive advantage	Full understanding of market events and their impact	Understand the value of their competitive advantage and has plan for developments to capitalize on it	Uses several proactive promotional methods	Based on what the market will bear, competitors change, and customer's value perceptions	View as an opportunity for proactive engagement with costumers

Source : journal of marketing(1990)

Sophisticated marketing. The firm with sophisticated marketing practices undertakes marketing activities as part of a fully coordinated and integrated programme of activities. As well as the aforementioned marketing competences, the sophisticated firm is one that has a full understanding of its own market and peripheral markets, has well developed markets segments and carefully designed targeting techniques and has long-term strategic marketing plan. It can define its competitive position and how its own offering defeats those of competitors; it has undertaken detailed competitor analysis, considers competitors in other sectors and fully understands their strength and weaknesses. The sophisticated firm also has a computerized costumer database which segments costumers and stores their contact and purchase details and products are tailored to appeal to the different costumer segments. Highly detailed, relevant market information sources are

gathered consistently, recorded and used for formal decision making and planning, to gain a competitive edge or plan for contingencies. Marketing communications are integrated, proactive and effective and pricing is used to compliment the marketing mix, for example, to add consumer perception of value or prestige. This firm views costumer service as an opportunity to interact with the costumer, gather information and build relationships. Customer loyalty programs and referral schemes are sometimes employed and after sales services are highly developed.

The following table shows the level sophisticated marketing activity

Table 2.7 Sophisticated Activity

Marketing Level	Marketing activity								
	Market Knowledge	Competitor	Customer	Market information	Significant event	Competitive advantage	Promotion	Price	After sales service
Sophisticated	Full understanding of its market and peripheral markets, with well developed market segment and targeting	Full awareness of close and peripheral competitors which informs development of competitive position	Customer relationships managed through sophisticated CRM system. Loyalty schemes often used.	Relevant sources harvested regularly and consistently and information recorded for formal decision making and planning	Is able to anticipate or influence market events	Can clearly define competitive position and how its offering defeats those of competitors.	Is integrated, proactive and effective	Used to complement the marketing mix, adding perceptions of value or prestige	Viewed as an opportunity to interact with the costumers, gather information and build relationships.

Source : journal of marketing(1990)

2.5 Review of Previous Studies

2.5.1 Assessing Marketing in small And medium sized enterprise

There some studies related to the marketing activities. Carsons has examined small business marketing through a five-year study of small firms in the Belfast area and has developed six models to access such marketing in an exploratory and qualitative manner. Carson set out measurement criteria to “reflect such an exploratory and qualitative assessment. This study which set out, first, to use hype carson models synchronically and, second, to apply them to marketing in firms larger than those in the original carson research. Five furniture manufacturing firms are examined and the six models applied to each firm’s marketing practices. The result of the analysis suggests some refinements to the models.

2.5.2 Marketing in Small Hotels: A Qualitative Study

This research reports research in a specific sector of SMEs, the small hotel sector. Tourism is also important to the UK economy, being one of the largest industries in UK. The research reported in this paper seeks to make a contribution to the understanding of marketing in small hotels specifically, and more general, to the area of SME or entrepreneurial marketing. Interviews, supported by web site analysis and three in-depth case study interviews, were used to provide a profile of marketing activities in small hotel’s in North Wales Carson’s (1990) levels of activity model was used to support the interpretation of the finding of the research; this process led to a proposal for the revision of the model in order to better represent the diversity of marketing approaches adopted by different

owner/managers. Detailed case study reports offer further in-depth insight into the marketing activities of a hotel in each of the categories. The conclusion and recommendation sections summaries the findings arguing for the development of model that reflect the diversity of entrepreneurial marketing.

CHAPTER III

RESEARCH METHODS

3.1 Research Design

This research will use qualitative research model which will determine the activities marketing that undertaken by the sample SMEs. Qualitative approach in this research used case study method. All documents relevant to SME will be analyzed in the case studies, both originating from the SMEs or any other party will be used in this method.

3.2 Population and Sample

Interviews and data about the SMEs that exist in Bukittinggi are the main data sources in this study. Object of this study is SMEs embroidery in bukittinggi. while the unit of observation is the owner or manager SMEs chosen as samples. bukittinggi site selection that choose as representative that can describe one of the center of embroidery in West Sumatra. The sample is ten SMEs that are supposed to represent the marketing stragies activity in West Sumatera.

Data mainly obtained through semi-structured interviews with ten owner or manager SMEs at each of sample SME in Bukittinggi

Related previous study (such as classification marketing practice in small firm, Carson 15), employed five samples, so the sample is judge enough for this research.

Besides that the structured interview conducted to sample are taken from variety of marketing activity:

- Market knowledge
- Competitors
- Customer
- Market Information
- Significant Event
- Competitive advantage
- Promotion
- Price
- After sales service

3.3 Data Collection Method

To get data and explanation needed two kinds of data collected as follows:

1. Primary Data

The primary data in this research will be gathered through direct interview with owner SMEs in Bukittinggi. Researcher come to the embroidery factory or store and doing directly interview with the owner of embroidery itself around 1 hours interview. Interviews will be conducted on an individual basis so that the interviewees could express what they think openly and freely without intervention from other parties. Interviews will be conducted within approximately one hour for each of the interviewees. To keep this qualitative approach can be trusted and the subject of analysis (trustworthiness) (Sandberg, 2005), all interviews will be recorded and all the interviewees answers will be checked again in the interview to avoid possible misunderstanding of questions and answers given.

In accordance with the characteristics of structured interviews, the questions mentioned above, although it will assist in guiding the interview, did not rule out the emergence of other questions, even that is spontaneous from the interview process. For example by asking for details or examples of their statements, and make sure no contradiction with the interviewees answers. Furthermore, trustworthiness also done by triangulation, using the documents that

could verify or confirm what is stated by the interviewees during the interview.

2. Secondary Data

The secondary data in this research will be gathered through analyzing the reading materials, books, magazines, articles, journals, internet based on content and other literatures that are relevant to the discussed topic such as marketing activity and strategy itself.

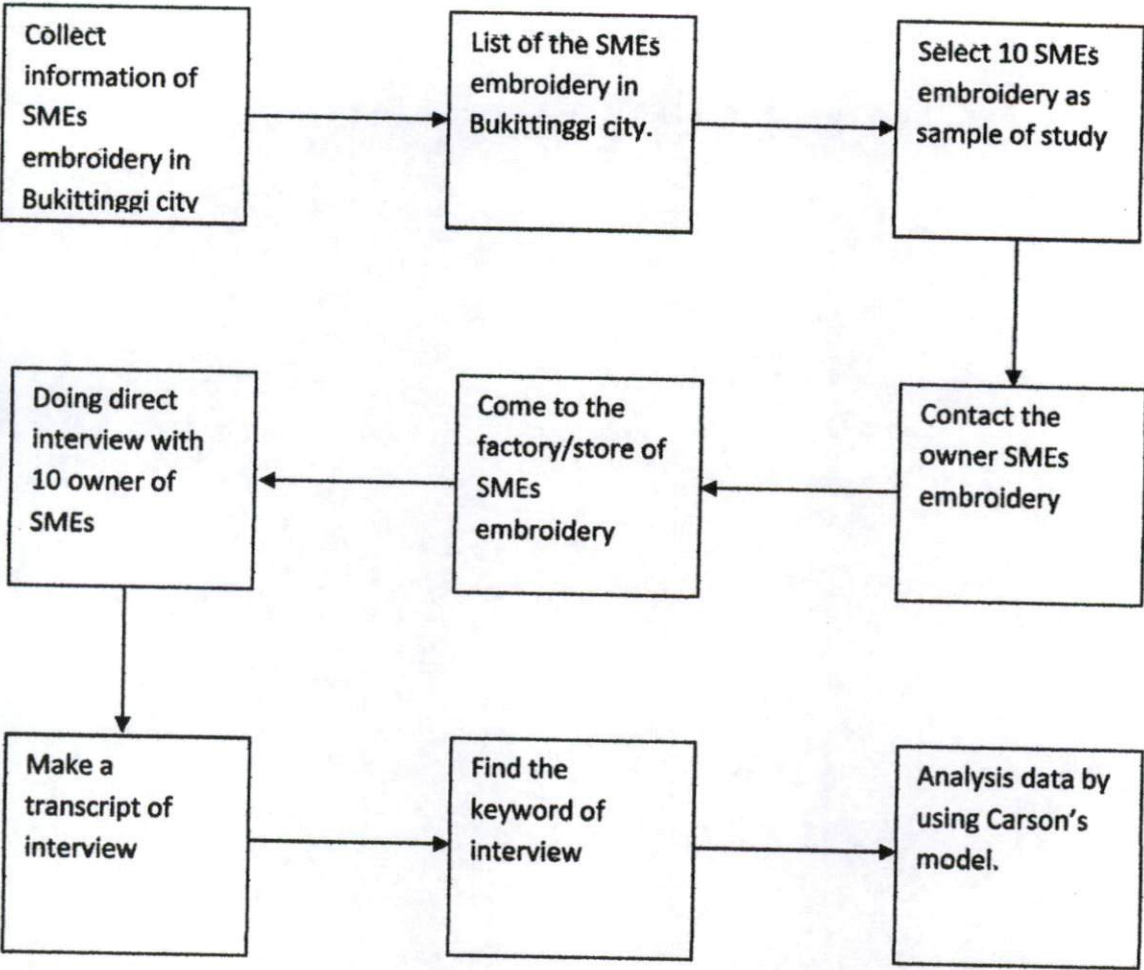
3.4 Data Analysis

To obtain material data and analysis in this study used structured interview method. This method is intended to conduct interviews to key respondents who had chosen deliberately with an open question to obtain a representative in the field of information related to the main themes of study (Mikkelsen, 1999). In the application, form and process of this interview can be conducted in a participatory manner by giving the widest possible opportunity to interviews the interviewee for their opinions. And also, as described by Meleong (2003) by summarizing, grouping, and the interpretation given above phenomenon in carefully.

For this study researcher collect all the answer from each of owner SMEs and than by using the carson's models to identified rhe level and classification of each of SMES in Bukittinggi city.

3.5 Research Flows

From the chart below we can see the step that researcher doing in interview with the ten owner of SMEs embroidery in Bukittinggi city.



3.6 Research variable

A Structured questionnaire was used in this study to collect data from manager in small medium enterprises. The researcher utilized five different sets of questionnaires to measure the variables. In the questionnaire, there were two sections, which was marketing activity and marketing level by carson's

1. Marketing activity:

- Market knowledge : The ability og manager to see the knowledge about the market such customer,trend,ect.
- Competitors: Any person or entity which is a rival against another. In business, a company in the same industry or a similar industry which offers a similar product or service
- Customer : A person, company, or other entity which buys goods and services produced by another person, company, or other entity.
- Market Information: Set of procedures and practices employed in gathering, analyzing, and assessing information about a firm's market environment comprised of competitors, customers, suppliers, distribution intermediaries, and sales personnel.
- Significant Event: Special events such as lebaran day or earthquake that influence of selling.
- Competitive advantage : Condition which enables a company to operate in a more efficient or otherwise higher-quality manner than the companies it competes with, and which results in benefits accruing to that company

- Promotion : communicating with the public in an attempt to influence them toward buying your products
- Price: the characteristic of item to determine the value of product
- After sales service : Periodic or as-required maintenance or repair of equipment by its manufacturer or supplier, during and after a warranty period

2. marketing level :

- Non-marketing : occurs where a firm generally reacts to customer requirements, has little or no knowledge of the customer base or the market and has no clear purpose.
- Inexpert marketing : arises in a firm which undertakes instinctive marketing as part of normal business activities, but it is fragmented because of lack of resources and expertise
- implicit marketing : The firm whose level of marketing planning is “inexpert” has some understanding of the relevance of marketing and attempts to carry out marketing effectively, but does not have the required knowledgeable or experience to do so successfully
- sophisticated marketing : a co-ordinate, integrated program of marketing with a clear purpose and objective

CHAPTER IV

RESULT OF THE RESEARCH AND DISCUSSION

This research aims to know the marketing activity and strategy of SMEs by using Carson's level activity model. Interviews have been conducted to the owner of ten SMEs in Bukittinggi. The Following table shows the SMEs address

4.1 SME Profile

The Following table shows the detail of address ten SMEs

Table 4.1 Name and Address of The SME

No	Name Of The SME	Address Of The SME	Date of Interview	Duration
1.	La Linda Boutique	Jl. A.Rivai No. 38 BUKITTINGGI, WEST SUMATERA INDONESIA	June, 14 2011	1 hours
2.	Bintang Bordir	Komp. Pertokoan Pasar Atas BUKITTINGGI, WEST SUMATERA INDONESIA	June, 14 2011	1 hours
3.	Hj. Lis	Komp. Pertokoan Pasar Atas BUKITTINGGI, WEST SUMATERA INDONESIA	June, 14 2011	1 hours
4.	Ifitah konveksi	Aur Tigo Baleh, Tambuo BUKITTINGGI, WEST SUMATERA INDONESIA	June, 16 2011	1 hours
5.	Yunanda Souvenir	Jl. Cindua mato BUKITTINGGI, WEST SUMATERA INDONESIA	June, 16 2011	1 hours
6.	Rahmi Bordir	Komp. Pertokoan Pasar Atas BUKITTINGGI, WEST SUMATERA INDONESIA	June, 14 2011	1 hours
7.	Minang Botique	Jl. Veteran, Tembok BUKITTINGGI, WEST SUMATERA INDONESIA	June, 16 2011	1 hours
8.	Dian Bordir	Komp. Pertokoan Pasar Atas BUKITTINGGI, WEST SUMATERA INDONESIA	June, 14 2011	1 hours
9.	Natasha Bordir	Aur Tigo Baleh, tambuo BUKITTINGGI, WEST SUMATERA INDONESIA	June, 16 2011	1 hours
10.	Cha-cha Konveksi	Aur Tigo Baleh, tambuo BUKITTINGGI, WEST SUMATERA INDONESIA	June, 16 2011	1 hours

Source: Primary Data (2011)

Table 4.1 shows most of SMEs (40%) located in shopping center (Pasar Atas) and (30%) in whole seller Aur Tigo Baleh tambuo, and the others around Bukittinggi city. As Indonesian Rules no. 20 (2008) about Small and Medium micro enterprise criteria are asset, sales and number of worker. But based on interviews that have been done it is very difficult to calculate the assets and sales from each of the SME because there is no detail financial record.

The following table indicates information related to the criteria of SMEs

Table 4.2. Identities of the Business

Name	Size	Permanent worker (Person)	Length of activity (Year)	Legal Entity	Scope of Operation	Achievement	Source of Finance
La Linda Boutique	Small	9	8	Department of Industry and Trade Permit (SIUP-SITU)	Global	Award from Senior high school : duri, Payakumbuh, Bangko and batu Tabu	Internal
Bintang Bordir	Medium	25	6	Department of Industry and Trade Permit (SIUP-SITU)	Global	None	Internal and Eksternal / KUR (<i>kredit usaha Rakyat</i>)
Hj. Lis	Small	4	41	Department of Industry and Trade Permit (SIUP-SITU)	Global	SME Creative 2000	Internal
Iftitah Konveksi	Small	2	5	Department of Industry and Trade Permit (SIUP-SITU)	Sumatra Region	None	Internal
Yunda Souvenir	Small	1	10	Department of Industry and Trade Permit (SIUP-SITU)	Bukittinggi City	None	Internal

4.1.1 Classification based on Length of Activity

Length of Activity will illustrate the existence of the business to survive in competition. but Length of activity is cannot guarantee the business became best in the competition. Table below will illustrate the age of 10 SME embroidery business in Bukittinggi

Table 4.3 Length of Activity

Length of activity (Year)	Frequency	Percentage
1-5	4	40%
6-10	3	30%
11-20	1	10%
>20	2	20%
TOTAL	10	100%

Source: Primary Data (2011)

Table above shows the majority of length of activity of 10 SMEs was 40% which is at 1 to 5 years length of activity.

4.1.2 Classification based on business size

Business size can be seen from the number of permanent employees (BPS, 2007). Business size type classified as small / micro is 5-19 employee, while the medium 20-99 employee. Classification results can be seen in the table below:

Table 4.4 Business size

Business size	Frequency	Percentage
Small	8	80%
Medium	2	20%
TOTAL	10	100%

Source: Primary Data (2011)

From the table above shows the size classification of the 10 SMEs, it can be concluded 80% classified as Small enterprises and 20% classified as medium enterprise. When seen from table 4.3 of the length of activity was old its does not

guarantee the size of the business. Such as hj.Lis bordir has existed since 41 years but still small size, no changes until

4.2 Owner SMEs Profile

Internal factors that also determine the success of SME success are managerial capabilities that can be seen from owner such as education background, experience, training and achievements related their business, market access capabilities (operations) and capital. In detail about the profile of owner SME were as follows:

Table 4.5 Owner SMEs

Name of SME	Owner	Gender	Age (year)	Educational Background	Training Experience
La Linda Boutique	Linda Purnama	Female	44	Diploma	-Yuliana designer-Jakarta -Cindy designer-Singapore -Sherly designer-Padang -Andalas University
Bintang Bordir	Yanti	Female	39	Bachelor	-Deperindag
Hj. Lis	Rosmeri	Female	55	Bachelor	-e-commerce Unand -deperindag
Iftitah Konveksi	Susi Merianti	Female	35	Bachelor	None
Yunanda Souvenir	Erni	Female	45	Bachelor	None
Rahmi Bordir	Tati	Female	46	Senior High school	None
Minang Boutique	Alibar Nain	Male	60	Junior High School	None
Dian Bordir	Rifzawati	Female	54	Diploma	None
Natasha border	Agus	Male	28	Junior High School	None
Cha-cha konveksi	Irnawati	Female	30	Junior High School	None

Source: Primary Data (2011)

From the following table above can be seen only five graduated from university and the other graduated from senior high school and junior high school. And about the gender only both of them are Male and the other are female. About the training and achievement only three from ten SMEs ever do it.

4.3 Marketing Activity of Each SMEs

Based on the interviews have been conducted on 14 June and 16 June 2011 in Bukittinggi researchers classified nine Marketing activities and marketing level by Carson of SME embroidery in Bukittinggi.

4.3.1 La Linda Boutique

La Linda boutique is a business that already build and developed by Linda Purnama as owner. By using her experience as a sales manager in Arya Duta Hotel in Pekanbaru, She creates her business for almost right years by using her knowledge about secretary in diploma 3 in ASMI Jakarta and many small business enterprise embroidery training. Now, she developed her own business with thirteen workers, include nine permanent workers create and four non-permanent worker. By using the amount of the workers that she had, and SMEs criteria based on enterprise is appropriate with the UU 20/2008, la linda boutique can be classify as small business enterprise. She got permission to create the small business enterprise from Industry and Trade Department (Deperindag) in form of permission letter (SIUP-SITU).

In order to developing her own business, La Linda has already taken four training related to embroidery and marketing. Product of la linda for not only in

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In order to developing her own business, La Linda has already taken four training related to embroidery and marketing. Product of la linda for not only in

Table 4.6 Marketing Activity of La Linda Boutique

1. knowledge related to market in small medium enterprise	Clearly understand the market (consumers) to always create models / products so it is becomes a trend among consumers and has a large target market (children, adults and woman).
2. Competitors	Understand competitors well, but with a unique product that is created makes it a special and difficult to replicate.
3. competitive advantage small medium enterprise	Competitive advantage in terms of variety product design and customer demand
4. knowledge about small medium enterprise customer	Overall consumer satisfaction, because a very special product models are created differently for each consumer
5. marketing information	Not doing observation / interview in creating the product. creative thinking became single way to create trend product
6. Significant event	Lebaran a moment of rising orders a double
7. explanation of pricing	Pricing is based on wage embroidery worker and complexity/detail product
8. promotional activities	Following the exhibition and published in one of fashion magazine as a promotion
9. after-sales service	Understanding of after-sales service, but never doing that service, because before the product over to customer always doing checking the product (embroidery)

Source: Primary Data (2011)

After getting an overview related marketing activities undertaken by la linda boutique, The Following table classified level of marketing activity

Table 4.7 Marketing Level of La Linda Boutique

Marketing activity	Marketing level			
	Non-marketing	Inexpert marketing	Implicit marketing	Sophisticated marketing
Market Knowledge				
Carson model	Very general – no plans	Defines market in term of size, location, competitors. No targeting	Defines market in terms of size, location and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
La linda	Clearly understand the market (consumers) to always create models / products so it is becomes a trend among consumers and has a large target market (children, adults and woman).			
Competitors				
Carson model	Consider Immediate competitor only	Some knowledge of close competitors	A more in-depth knowledge of close competitors, related to understanding of competitive advantage	Full awareness of close and peripheral competitors which informs development of competitive position
La linda	Understand competitors well, but with a unique product that is created makes it a special and difficult to replicate.			
Costumers				
Carson model	Little knowledge of who costumers are	Know its customers. Has contact details- but doesn't use these, or segment costumers	Aware of size and segments in customer base, and differentiates between key and other costumers, possibly with aid of CRM database	Customer relationships managed through sophisticated CRM system. Loyalty schemes often used.
La linda				Overall consumer satisfaction, because a very special product models are created differently for each consumer
Market Information				
Carson model	Collect none	Limited and informal approach to collection	Numerous complementary sources applied informally to create and maintain a competitive advantage	Relevant sources harvested regularly and consistently and information recorded for formal decision making and planning
La linda		Not doing observation / interview in creating the product. creative thinking became single way to create trend product		

Source: Primary Data (2011)

Table 4.7 Marketing Level of La Linda Boutique (continued)

Significant Event				
Carson model	Believes none have occurred	Aware of key events	Full understanding of market events and their impact	Is able to anticipate or influence market events
La linda				Lebaran a moment of rising orders to double (anticipate)
Competitive Advantage				
Carson model	Poor awareness and articulation	Can describe competitive advantage	Understand the value of their competitive advantage and has plan for developments to capitalize on it	Can clearly define competitive position and how its offering defeats those of competitors.
La linda		Competitive advantage in terms of variety product design and customer demand.		
Promotion				
Carson model	Few tools used	Uses several promotional methods, but they are not always the most suitable	Uses several proactive promotional methods	Is integrated, proactive and effective
La linda		Following the exhibition and published in one of fashion magazine as a promotion.		
Price				
Carson model	Based on cost plus pricing	Based on what the market will bear and competitor prices	Based on what the market will bear, competitors change, and costumer's value perceptions	Used to complement the marketing mix, adding perceptions of value or prestige
La linda	Pricing is based on wage embroidery worker and complexity/detail product			
After Sales Service				
Carson model	Deemed unnecessary	Recognize as necessary, but limited use of opportunities	Viewed as an opportunity for proactive engagement with costumers	Viewed as an opportunity to interact with the costumers, gather information and build relationships.
La linda		Understanding of after-sales service, but never doing that service, because before the product over to customer always doing checking the product (embroidery)		

Source: Primary Data (2011)

From the following table above researchers classified marketing level of La linda boutique is **Inexpert** based on the average of marketing level. In detail will be shows by the following table below.

Table 4.8 Classification of La Linda Boutique

<i>Marketing activity</i>	<i>Non-marketing</i>	<i>Inexpert marketing</i>	<i>Implicit marketing</i>	<i>Sophisticated marketing</i>
Market Knowledge	√			
Competitors	√			
Costumer				√
Market Information		√		
Significant event				√
Competitive advantage		√		
Promotion		√		
Price	√			
After sales service		√		
TOTAL	3	4	0	2

Source: Primary Data (2011)

4.3.2 Bintang bordir

Bintang's bordir is one of many embroidery retail stores which are located in the central store at second floor Pasar atas. Uni Yanti as an owner has already blazed the way of her business for almost six years with many embroidery product and embroidery from West Sumatera like sulam tangan, kapalo samek, sulam timbul suji tangan, sulam baying, and so on. This business also already got its permission from Deperindaag (SIUP-SITU). Source of capital of Bintang bordir is also helped by Koperasi (KUR).

Product that gets a lot of interest from consumer is sulaman tangan and the target market is variety starting from tourist or employee's order. Strategy that been used by Bintang bordir is a friendly services to the costumer because Uni Yanti precept that good services will make us get more costumer remembering that there are a lot of competitor nowadays.

Uni Yanti also designing the motive by herself so the product is unique and creative. To keep her motive not being plagiarism, Uni Yanti creates the motive limited and not displays it. Her precept that the unique things is would looking by costumer and usually she keep it and show it to the costumer if they ask for it. Another strategy that used by Uni Yanti is by post it to the social network (Faceboook). That's why many of her costumer have been fanatic which is means that they always used Bintang embroidery as an option in shopping embroidery and others.

Based on the interview conducted Yanti as owner the answer of questions about marketing activities will be concluded.

Table 4.9 Marketing Activity of Bintang Bordir

1.	knowledge related to market in small medium enterprise Understanding the market (consumers), broad target market includes the employee, tourist
2.	Competitors Understanding that many competitors in the same business, but the owners did a very good service strategies to consumers so the consumers feel comfortable shopping.
3.	competitive advantage small medium enterprise Understanding of product as a competitive advantage (variety models, designed by herself).
4.	knowledge about small medium enterprise customer Understanding consumer wants, such as popular product for consumers
5.	marketing information Information on about products obtained by direct observation to consumers and through the facebook as social networking (internet)
6.	Significant event Earthquakes and <i>Lebaran</i> have a significant impact
7.	explanation of pricing Pricing based on complexity of work and materials.
8.	promotional activities Promotion by Face book as social networking and e-mail
9.	after-sales service Understanding the sales service and warranty products.

Source: Primary Data (2011)

After getting an overview related marketing activities undertaken by Bintang bordir, The Following table classified level of marketing activity

Table 4.9 Marketing Level of Bintang Bordir

Marketing activity	Marketing level			
	Non-marketing	Inexpert marketing	Implicit marketing	Sophisticated marketing
Market Knowledge				
Carson model	Very general – no plans	Defines market in term of size, location, competitors. No targeting	Defines market in terms of size, location and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
Bintang			Understanding the market (consumers), broad target market includes the employee, tourist	
Competitors				
Carson model	Consider Immediate competitor only	Some knowledge of close competitors	A more in-depth knowledge of close competitors, related to understanding of competitive advantage	Full awareness of close and peripheral competitors which informs development of competitive position
Bintang			Understanding that many competitors in the same business, but the owners did very good service strategies to consumers so the consumers feel comfortable shopping.	
Costumers				
Carson model	Little knowledge of who costumers are	Know its customers. Has contact details- but doesn't use these, or segment costumers	Aware of size and segments in customer base, and differentiates between key and other costumers, possibly with aid of CRM database	Customer relationships managed through sophisticated CRM system. Loyalty schemes often used.
Bintang		Know their costumer such as PKK, employee and understanding costumers want, such as popular product for consumers. Has costumers contact number.		
Market Information				
Carson model	Collect none	Limited and informal approach to collection	Numerous complementary sources applied informally to create and maintain a competitive advantage	Relevant sources harvested regularly and consistently and information recorded for formal decision making and planning.
Bintang			Information on about products obtained by direct observation to consumers and through the facebook as social networking, online shopping (internet).	

Source: Primary Data (2011)

Table 4.9 Bintang Bordir (continued)

Significant Event				
Carson model	Believes none have occurred	Aware of key events	Full understanding of market events and their impact	Is able to anticipate or influence market events
Bintang				Earthquakes and <i>Lebaran</i> have a significant impact (anticipate).
Competitive Advantage				
Carson model	Poor awareness and articulation	Can describe competitive advantage	Understand the value of their competitive advantage and has plan for developments to capitalize on it	Can clearly define competitive position and how its offering defeats those of competitors.
Bintang		Understanding of product as a competitive advantage (variety models, designed by herself).		
Promotion				
Carson model	Few tools used	Uses several promotional methods, but they are not always the most suitable	Uses several proactive promotional methods	Is integrated, proactive and effective
Bintang		Promotion by Face book as social networking and e-mail.		
Price				
Carson model	Based on cost plus pricing	Based on what the market will bear and competitor prices	Based on what the market will bear, competitors change, and costumer's value perceptions	Used to complement the marketing mix, adding perceptions of value or prestige
Bintang	Pricing based on complexity of work and materials.			
After Sales Service				
Carson model	Deemed unnecessary	Recognize as necessary, but limited use of opportunities	Viewed as an opportunity for proactive engagement with costumers	Viewed as an opportunity to interact with the costumers, gather information and build relationships.
Bintang		Understanding the sales service and warranty products.		

Source: Primary Data (2011)

From the following table above researchers classified marketing level of Bintang Bordir is **Inexpert** based on the average of marketing level. In detail will be shows by the following table below.

4.10 Classification of Bintang Bordir

<i>Marketing activity</i>	<i>Non-marketing</i>	<i>Inexpert marketing</i>	<i>Implicit marketing</i>	<i>Sophisticated marketing</i>
Market Knowledge			√	
Competitors			√	
Costumer		√		
Market Information			√	
Significant event				√
Competitive advantage		√		
Promotion		√		
Price	√			
After sales service		√		
TOTAL	1	4	3	1

Source: Primary Data (2011)

4.3.3 Hj. Lis Bordir

Hj. Lis Bordir's store already existed for almost 40 years with the owner Lisma. Now this business is continued to run by her daughter Rosmeri who ever work as a nurse in PT. Pelni Jakarta's Hospital. Lis Bordir's was done a lot of training about marketing and embroidery like UMKM Unand, Deperindag, and other management training. She also got appreciation as a Creative Small Business Enterprise in 2000.

Rosmeri determine her target markets are the training member or guest who arrange an event in Bukittinggi. Just like the others, the devotee of Hj. Lis Bordir is very interested with Kerancang Mesin Hitam because this is very unique and special type of embroidery. The over plus which is offer by Hj.Lis Bordir is a variety of the motive and the large size of the fabric. This all is just to make the costumer satisfied with the model or the large size and the price is offer along with the quality of the product. Hj. Lis Bordir's products are also often to come after the embroidery exhibition in Jakarta Convention Center and Basko GrandMall Padang. The purpose is to promote her product and also to observe the trend of the clothes lately. Rosmeri also expand her embroidery to outsoar country like Singapore. She used cargo services to deliver her product to the costumer in the outside country.

Rosmeri as an owner always keep the detail of her product and she keeps the good relationship with her costumer. That's why she makes a guarantee services to her product.

Based on the interview conducted Rosmeri as owner the answer of questions about marketing activities will be concluded:

Table 4.11 Marketing Activity of Hj. Lis

1. knowledge related to market in small medium enterprise
Understand the market (consumers), tourist and trainer became target market
2. Competitors
Knowing the competitor (model and price) overall is same no uniqueness
3. competitive advantage small medium enterprise
The competitive advantages offered are quality of material (large size).
4. knowledge about small medium enterprise customer
Consider the consumers needs, so making customer satisfied with the products offered.
5. marketing information
Information related product obtained from magazines, observations from other city (Jakarta), and observations directly to the customer.
6. Significant event
Earthquake and Lebaran's day are very influential for increasing and decreasing sales
7. explanation of pricing
Pricing based on complexity of work and materials.
8. promotional activities
Doing the exhibition other city such as Jakarta and Padang
9. after-sales service
Conducting After-Sales service in case of product defects (warranty).

Source: Primary Data (2011)

After getting an overview related marketing activities undertaken by Hj. Lis, The Following table classified level of marketing activity

4.12 Marketing Level of Hj. Lis

	Marketing level			
Marketing activity	Non-marketing	Inexpert marketing	Implicit marketing	Sophisticated marketing
Marketing Knowledge				
Carson model	Very general – no plans	Defines market in term of size, location, competitors. No targeting	Defines market in terms of size, location and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
Hj. Lis			Understand the market (consumers), tourist and trainer became target market.	
Competitors				
Carson model	Consider Immediate competitor only	Some knowledge of close competitors	A more in-depth knowledge of close competitors, related to understanding of competitive advantage	Full awareness of close and peripheral competitors which informs development of competitive position
Hj. Lis		Knowing the competitor wee (model and price) overall is same no uniqueness		
Costumers				
Carson model	Little knowledge of who costumers are	Know its customers. Has contact details-but doesn't use these, or segment costumers	Aware of size and segments in customer base, and differentiates between key and other costumers, possibly with aid of CRM database	Customer relationships managed through sophisticated CRM system. Loyalty schemes often used.
Hj. Lis		Consider the consumers needs, so making customer satisfied with the products offered.		
Market Information				
Carson model	Collect none	Limited and informal approach to collection	Numerous complementary sources applied informally to create and maintain a competitive advantage	Relevant sources harvested regularly and consistently and information recorded for formal decision making and planning
Hj. Lis			Information related product obtained from magazines, observations from other city (Jakarta), and observations directly to the customer.	

4.12 Hj. Lis Bordir (continued)

Significant Event				
Carson model	Believes none have occurred	Aware of key events	Full understanding of market events and their impact	Is able to anticipate or influence market events
Hj. Lis				Lebaran's day are very influential for increasing and decreasing sales(anticipated).
Competitive Advantage				
Carson model	Poor awareness and articulation	Can describe competitive advantage	Understand the value of their competitive advantage and has plan for developments to capitalize on it	Can clearly define competitive position and how it's offering defeats those of competitors.
Hj. Lis		The competitive advantages offered unique model and quality of material (large size).		
Promotion				
Carson model	Few tools used	Uses several promotional methods, but they are not always the most suitable	Uses several proactive promotional methods	Is integrated, proactive and effective
Hj. Lis		Doing the exhibition other city such as Jakarta and Padang		
Price				
Carson model	Based on cost plus pricing	Based on what the market will bear and competitor prices	Based on what the market will bear, competitors change, and costumer's value perceptions	Used to complement the marketing mix, adding perceptions of value or prestige
Hj. Lis	Pricing based on complexity of work and materials.			
After Sales Services				
Carson model	Deemed unnecessary	Recognize as necessary, but limited use of opportunities	Viewed as an opportunity for proactive engagement with costumers	Viewed as an opportunity to interact with the costumers, gather information and build relationships.
After sale service		Conducting After-Sales service in case of product defects (warranty).		

Source: Primary Data (2011)

From the following table above researchers classified marketing level of Hj. Lis is **Inexpert** based on the average of level. In detail will be shows by the following table below.

4.13 Classification of Hj. Lis

<i>Marketing activity</i>	<i>Non-marketing</i>	<i>Inexpert marketing</i>	<i>Implicit marketing</i>	<i>Sophisticated marketing</i>
Market Knowledge			√	
Competitors		√		
Costumer		√		
Market Information			√	
Significant event				√
Competitive advantage		√		
Promotion		√		
Price	√			
After sales service		√		
TOTAL	1	5	2	1

Source: Primary Data (2011)

4.3.4 Iftitah Konveksi

Iftitah convection is running in the uniform's clothes sector. This business is already existed for almost 5 years with the amount of the permanent employees for two persons and non-permanent for five persons. Susi Merianti as an owner creates this embroidery's business by using her knowledge from University of Andalas in Economic Faculty. And now her business is already in the scale of global for example like Malaysia.

The purpose of this embroidery's business for her is just for supporting her convection because many of her costumers who order the clothes with embroidery's motive in their uniform. Because of that, she develops her business from embroidery to the convection and embroidery's veil.

Problem that faces by Iftitah now is a lot of order but had the hands tied by the capacity of machine. She's got an increasing of order especially when Lebaran will come and for starting years for fresh graduate like the order of embroidery's veil and Muslim's clothes. The result is very neat because of they work with embroidery's machine and this is one of the superiority of the Susi's products. The products are distributed to the Aur Kuning's central market in Bukittinggi's city. In a month, she can produce around 5700 veils and 4500 uniforms

Based on the interview conducted Rosmeri as owner the answer of questions about marketing activities will be concluded:

Table 4.14 Marketing activity of Iftitah Konveksi

- 1. knowledge related to market in small medium enterprise**
understand the market (consumer) which refers to the embroidery.
Embroidery here is a companion convection with the target market
employees and school children.
- 2. Competitors**

Understanding of competitors who numbered approximately 300 with an
average of similar products
- 3. competitive advantage small medium enterprise**
Product advantages are more tidy, good coloring and fast.
- 4. knowledge about small medium enterprise customer**
Not customer focus, because directly sent to the agent (Aur).
- 5. marketing information**
Information derived from the Internet (blogspot).
- 6. Significant event**
Lebaran a moment of rising orders a double
- 7. explanation of pricing**
Earthquakes and lebaran's day do not provide a significant impact
because the limitation of production (machines).
- 8. Promotional activities**
Not doing any promotion-related products.
- 9. after-sales service**
Doing after-sales service (warranty).

Source: Primary Data (2011)

After getting an overview related marketing activities undertaken by iftitah , The
Following table classified level of marketing activity

Table 4.15 Marketing Level of Iftitah Konveksi

Marketing activity	Marketing level			
	Non-marketing	Inexpert marketing	Implicit marketing	Sophisticated marketing
Market Knowledge				
Carson model	Very general – no plans	Defines market in term of size, location, competitors. No targeting	Defines market in terms of size, location and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
Iftitah			Understand the market (consumer) which refers to the embroidery. Embroidery here is companion convection with the target market employees and school children.	
Competitors				
Carson model	Consider Immediate competitor only	Some knowledge of close competitors	A more in-depth knowledge of close competitors, related to understanding of competitive advantage	Full awareness of close and peripheral competitors which informs development of competitive position
Iftitah		Understanding of competitors who numbered approximately 300 with an average of similar products		
Costumers				
Carson model	Little knowledge of who costumers are	Know its customers. Has contact details-but doesn't use these, or segment costumers	Aware of size and segments in customer base, and differentiates between key and other costumers, possibly with aid of CRM database	Customer relationships managed through sophisticated CRM system. Loyalty schemes often used.
Iftitah	Not customers focus, because directly sent to the agent (Aur).			
Market Information				
Carson model	Collect none	Limited and informal approach to collection	Numerous complementary sources applied informally to create and maintain a competitive advantage	Relevant sources harvested regularly and consistently and information recorded for formal decision making and planning
Iftitah		Information derived from the Internet (blogspot).		

Table 4.15 Marketing Level of Iftitah Konveksi (continued)

Significant Event				
Carson model	Believes none have occurred	Aware of key events	Full understanding of market events and their impact	Is able to anticipate or influence market events
Iftitah	Earthquakes and lebaran's day do not provide a significant impact because the limitation of production (machines).			
Competitive Advantage				
Carson model	Poor awareness and articulation	Can describe competitive advantage	Understand the value of their competitive advantage and has plan for developments to capitalize on it	Can clearly define competitive position and how its offering defeats those of competitors.
Iftitah		Product advantages are tidier, good coloring and fast.		
Promotion				
Carson model	Few tools used	Uses several promotional methods, but they are not always the most suitable	Uses several proactive promotional methods	Is integrated, proactive and effective
Iftitah	Not doing any promotion-related products.			
Price				
Carson model	Based on cost plus pricing	Based on what the market will bear and competitor prices	Based on what the market will bear, competitors change, and costumer's value perceptions	Used to complement the marketing mix, adding perceptions of value or prestige
Iftitah	Pricing standard as it will be sent to the agent (Aur).			
After Sales Services				
Carson model	Deemed unnecessary	Recognize as necessary, but limited use of opportunities	Viewed as an opportunity for proactive engagement with costumers	Viewed as an opportunity to interact with the costumers, gather information and build relationships.
Iftitah			Doing after-sales service (warranty).	

Source: Primary Data (2011)

From the following table above researchers classified marketing level of iftitah is **Non marketing** based on the average of marketing level. In detail will be shown by the following table below.

Table 4. 16 Classification of iftitah konveksi

<i>Marketing activity</i>	<i>Non-marketing</i>	<i>Inexpert marketing</i>	<i>Implicit marketing</i>	<i>Sophisticated marketing</i>
Market Knowledge			√	
Competitors		√		
Costumer	√			
Market Information	√			
Significant event	√			
Competitive advantage		√		
Promotion	√			
Price	√			
After sales service			√	
TOTAL	5	2	2	0

Source: Primary Data (2011)

4.3.5 Yunanda Souvenir

Yunanda's souvenir is one of the embroidery and souvenir's stores which are located in Cindua Mato Street in Bukittinggi. This business is categorized as and UMKM because the amount of the employee that consist of only one person and this business is also family business because Erni as a heir and owner mention that this business is an inheritance from her mother but she couldn't do any development to her business. Erni said that this business is only kind of side job for her and we can see it from her commitment, no promotion, strategy, and any target market. We also can see it that Erni only utilized Lebaran's momentum to got a great sales but it also only for a souvenir and embroidery that very cheap because this store is only focus on the souvenir

Based on the interview conducted Erni as owner the answer of questions about marketing activities will be concluded:

Table 4.17 Marketing Activity of Yunanda Souvenir

1. knowledge related to market in small medium enterprise	Do not clearly understand the market (consumers).
2. Competitors	Not understand the competitors and not focused on competition.
3. competitive advantage small medium enterprise	Not understand the competitors and not focused on competition.
4. knowledge about small medium enterprise customer	Not too focus to customer
5. marketing information	Not doing observation / interview directly or indirectly to consumers.
6. Significant event	Lebaran's day not gave a significant effect because many seasonal merchant
7. explanation of pricing	Pricing based on complexity of work and materials
8. Promotional activities	Not doing any promotion-related products.
9. after-sales service	Do not know the after sales service and never done it

Source: Primary Data (2011)

After getting an overview related marketing activities undertaken by Yunanda ,
The Following table classified level of marketing activity

Table 4.18 Marketing Level of Yunanda Souvenir

Marketing activity	Marketing level			
	Non-marketing	Inexpert marketing	Implicit marketing	Sophisticated marketing
Market Knowledge				
Carson model	Very general – no plans	Defines market in term of size, location, competitors. No targeting	Defines market in terms of size, location and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
Yunanda	Do not clearly understand the market (consumers).			
Competitors				
Carson model	Consider Immediate competitor only	Some knowledge of close competitors	A more in-depth knowledge of close competitors, related to understanding of competitive advantage	Full awareness of close and peripheral competitors which informs development of competitive position
Yunanda	Not understand the competitors and not focused on competition.			
Costumers				
Carson model	Little knowledge of who costumers are	Know its customers. Has contact details-but doesn't use these, or segment costumers	Aware of size and segments in customer base, and differentiates between key and other costumers, possibly with aid of CRM database	Customer relationships managed through sophisticated CRM system. Loyalty schemes often used.
Yunanda	Not too fokus to customer			
Market Information				
Carson model	Collect none	Limited and informal approach to collection	Numerous complementary sources applied informally to create and maintain a competitive advantage	Relevant sources harvested regularly and consistently and information recorded for formal decision making and planning
Yunanda	Not doing observation / interview directly or indirectly to consumers.			

Table 4.18 marketing Level of Yunanda Souvenir (continued)

Significant Event				
Carson model	Believes none have occurred	Aware of key events	Full understanding of market events and their impact	Is able to anticipate or influence market events
Yunanda	Lebaran's day not gave a significant effect because many seasonal merchant			
Competitive Advantage				
Carson model	Poor awareness and articulation	Can describe competitive advantage	Understand the value of their competitive advantage and has plan for developments to capitalize on it	Can clearly define competitive position and how its offering defeats those of competitors.
Yunanda	Not understanding the overall product advantages, only see in terms of the variety			
Promotion				
Carson model	Few tools used	Uses several promotional methods, but they are not always the most suitable	Uses several proactive promotional methods	Is integrated, proactive and effective
Yunanda	Not doing a promotion related product			
Price				
Carson model	Based on cost plus pricing	Based on what the market will bear and competitor prices	Based on what the market will bear, competitors change, and costumer's value perceptions	Used to complement the marketing mix, adding perceptions of value or prestige
Yunanda	Pricing based on complexity of work and materials			
After Sales Services				
Carson model	Deemed unnecessary	Recognize as necessary, but limited use of opportunities	Viewed as an opportunity for proactive engagement with costumers	Viewed as an opportunity to interact with the costumers, gather information and build relationships.
Yunanda	Do not know the after sales service and never done it			

Source: Primary Data (2011)

From the following table above researchers classified marketing level of yunanda souvenir is **Non-marketing** based on the average of marketing level. In detail will be shows by the following table below.

Table 4.19 Classification Yunanda Souvenir

<i>Marketing activity</i>	<i>Non-marketing</i>	<i>Inexpert marketing</i>	<i>Implicit marketing</i>	<i>Sophisticated marketing</i>
Market Knowledge	√			
Competitors	√			
Costumer	√			
Market Information	√			
Significant event	√			
Competitive advantage	√			
Promotion	√			
Price	√			
After sales service	√			
TOTAL	9	0	0	0

Source: Primary Data (2011)

4.3.6 Rahmi Bordir

Rahmi bordir has two stores which are located in the Pasar atas Sentral Store at second floor. This store is already existed for almost 15 years and Hj. Tati as an owner categorized her business as a small business enterprise (UMKM) because she only had 2 permanent employees. Her products consist of many types like kerancang mesin hitam, suji cair, kapalo samek, sulaman tangan and so on.

This product is already got the permission from Deperindag (SIUP-SITU). Tati also expand her business starting for national like Jakarta and Banda Aceh until international like Malaysia. Because her education is only until senior high school, she never follows the business training about the embroidery or management, that's why the development of her business is categorized as slow movement. We can saw it from the result of the interview at June 14 2010, Tati not to understand about market. In the product aspect, Tati also not doing a survey or observation for development of her product that she offer. She only survey from her competitors and imitate their product without try to create some new type of products. Many of her costumers interest with her products because of the embroidery are hand-made and the price is cheap, for example like the price of embroidery mukena which is only Rp 100.000,-. Tati also try to promote her business by using radio in fasting month because she assumes that in the moment before Lebaran her sales will be increase. Tati's target markets are the visitors and she also deliver her products to other province if there is an order and she is ready to give her product a guarantee.

Based on the interview conducted Tati as owner the answer of questions about marketing activities will be concluded:

Table 4.20 Marketing Activity of Rahmi Bordir

1. Knowledge related to market in small medium enterprise
Not understand the market (consumers).
2. Competitors
Not understand competitor and do not focus on competition.
3. Competitive advantage small medium enterprise
The competitive advantages offered is quality of material
4. knowledge about small medium enterprise customer
Understanding the customer satisfied with the product design itself.
5. marketing information
Product-related information (model, trends, consumer tastes) obtained only by imitating the other competitors.
6. Significant event
Earthquakes and <i>Lebaran</i> have a significant impact.
7. explanation of pricing
Pricing depends on type of embroidery (more flowers, variety and model became higher value).
8. Promotional activities
Promotion through radio.

Source: Primary Data (2011)

After getting an overview related marketing activities undertaken by Rahmi , The Following table classified level of marketing activity

Table 4.21 Marketing Level of Rahmi Bordir

	Marketing level			
Marketing activity	Non-marketing	Inexpert marketing	Implicit marketing	Sophisticated marketing
Market Knowledge				
Carson model	Very general – no plans	Defines market in term of size, location, competitors. No targeting	Defines market in terms of size, location and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
Rahmi	Not understand the market (consumers).			
Competitors				
Carson model	Consider Immediate competitor only	Some knowledge of close competitors	A more in-depth knowledge of close competitors, related to understanding of competitive advantage	Full awareness of close and peripheral competitors which informs development of competitive position
Rahmi	not understand competitor and do not focus on competition.			
Costumers				
Carson model	Little knowledge of who costumers are	Know its customers. Has contact details- but doesn't use these, or segment costumers	Aware of size and segments in customer base, and differentiates between key and other costumers, possibly with aid of CRM database	Customer relationships managed through sophisticated CRM system. Loyalty schemes often used.
Rahmi	Understanding the customer satisfied with the product design itself.			
Market Information				
Carson model	Collect none	Limited and informal approach to collection	Numerous complementary sources applied informally to create and maintain a competitive advantage	Relevant sources harvested regularly and consistently and information recorded for formal decision making and planning
Rahmi		Product-related information (model, trends, consumer tastes) obtained only by imitating the other competitors.		

Table 4.21 Marketing Level of Rahmi Bordir (continued)

Significant Event				
Carson model	Believes none have occurred	Aware of key events	Full understanding of market events and their impact	Is able to anticipate or influence market events
Rahmi		Earthquakes and <i>Lebaran</i> have a significant impact.		
Competitive Advantages				
Carson model	Poor awareness and articulation	Can describe competitive advantage	Understand the value of their competitive advantage and has plan for developments to capitalize on it	Can clearly define competitive position and how its offering defeats those of competitors.
Rahmi	The competitive advantages offered is quality of material			
Promotion				
Carson model	Few tools used	Uses several promotional methods, but they are not always the most suitable	Uses several proactive promotional methods	Is integrated, proactive and effective
Rahmi			Promotion through radio.	
Price				
Carson model	Based on cost plus pricing	Based on what the market will bear and competitor prices	Based on what the market will bear, competitors change, and costumer's value perceptions	Used to complement the marketing mix, adding perceptions of value or prestige
Rahmi		Pricing depends on type of embroidery (more flowers, variety and model became higher value).		
After Sales Service				
Carson model	Deemed unnecessary	Recognize as necessary, but limited use of opportunities	Viewed as an opportunity for proactive engagement with costumers	Viewed as an opportunity to interact with the costumers, gather information and build relationships.
Rahmi	Do not know the after sales service and never done it			

Source: Primary Data (2011)

From the following table above researchers classified marketing level of rahmi Bordir is **Non marketing** based on the average of marketing level. In detail will be shown by the following table below.

Table 4.22 classification of Rahmi Bordir

<i>Marketing activity</i>	<i>Non-marketing</i>	<i>Inexpert marketing</i>	<i>Implicit marketing</i>	<i>Sophisticated marketing</i>
Market Knowledge	√			
Competitors	√			
Costumer	√			
Market Information		√		
Significant event		√		
Competitive advantage	√			
Promotion		√		
Price		√		
After sales service	√			
TOTAL	5	4	0	0

Source: Primary Data (2011)

4.3.7 Minang Boutique

Minang's boutique is an art central for specific of Minangkabau that is pretty big in the city of Bukittinggi. Besides selling directly from the store, Minang also produce embroidery to get deliver to the Aur and other region around West Sumatra. Havinf almost 1000 sewing, Minang can produce new product which is very variety. Minang is also part of CV. Tropic which running on print shop and contractor. Alibar as an owner also has two embroidery retail store which is located in the Aur Kuning central market. We can say that this business is a kind of big business because besides they produce in a lot of number and the price that they offer is quite high. But the market segment that is only a bit, Minang boutique is not selling well, more than that the location is also not strategic because it's far away from market and their target market is only for the tourist. In other words, we can say that Minang boutique is an agent for a costumer from other region who buy or sell it back into their own region.

Based on the interview conducted Aliabar nain as owner the answer of questions about marketing activities will be concluded

Table 4.23 Marketing Activity of Minang

1. knowledge related to market in small medium enterprise
Not too understand the market (consumers). Target market only 2% compared to the shopping center.
2. Competitors
Not focus on competition.
3. competitive advantage small medium enterprise
Not too understand about the advantages of the product as a whole because only seen in terms of motive.
4. knowledge about small medium enterprise customer
Understand the customer satisfaction. Concern about product that became a trend in the market.
5. marketing information
Information obtained from Internet (website).
6. Significant event
The increases of sales occurred before lebaran's day
7. explanation of pricing
The price is relative cheap because it will be sent to the agent (Aur).
8. Promotional activities
No promotion of products.
9. after-sales service
Not too understand the after sales service and never done it.

Source: Primary Data (2011)

After getting an overview related marketing activities undertaken by Minang boutique , The Following table classified level of marketing activity

Table 4.24 Marketing Level of Minang Boutique

Marketing activity	Marketing level			
	Non-marketing	Inexpert marketing	Implicit marketing	Sophisticated marketing
Market Knowledge				
Carson model	Very general – no plans	Defines market in term of size, location, competitors. No targeting	Defines market in terms of size, location and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
Minang	Not too understand the market (consumers). Target market only 2% compared to the shopping center.			
Competitors				
Carson model	Consider Immediate competitor only	Some knowledge of close competitors	A more in-depth knowledge of close competitors, related to understanding of competitive advantage	Full awareness of close and peripheral competitors which informs development of competitive position
Minang	Not focus on competition.			
Costumers				
Carson model	Little knowledge of who costumers are	Know its customers. Has contact details-but doesn't use these, or segment costumers	Aware of size and segments in customer base, and differentiates between key and other costumers, possibly with aid of CRM database	Customer relationships managed through sophisticated CRM system. Loyalty schemes often used.
Minang	Understand the customer satisfaction. Concern about product that became a trend in the market.			
Market Information				
Carson model	Collect none	Limited and informal approach to collection	Numerous complementary sources applied informally to create and maintain a competitive advantage	Relevant sources harvested regularly and consistently and information recorded for formal decision making and planning
Minang		Information obtained from Internet (website).		

Table 4.24 Marketing Level of Minang Boutique

Significant Events				
Carson model	Believes none have occurred	Aware of key events	Full understanding of market events and their impact	Is able to anticipate or influence market events
Minang		The increases of sales occurred before lebaran's day		
Competitive Advantages				
Carson model	Poor awareness and articulation	Can describe competitive advantage	Understand the value of their competitive advantage and has plan for developments to capitalize on it	Can clearly define competitive position and how its offering defeats those of competitors.
Minang	Not too understand about the advantages of the product as a whole because only seen in terms of motive.			
Promotion				
Carson model	Few tools used	Uses several promotional methods, but they are not always the most suitable	Uses several proactive promotional methods	Is integrated, proactive and effective
Minang	No promotion of products.			
Price				
Carson model	Based on cost plus pricing	Based on what the market will bear and competitor prices	Based on what the market will bear, competitors change, and costumer's value perceptions	Used to complement the marketing mix, adding perceptions of value or prestige
Minang	The price is relative cheap because it will be sent to the agent (Aur).			
After Sales Services				
Carson model	Deemed unnecessary	Recognize as necessary, but limited use of opportunities	Viewed as an opportunity for proactive engagement with costumers	Viewed as an opportunity to interact with the costumers, gather information and build relationships.
Minang	Not too understand the after sales service and never done it.	.		

Source: Primary Data (2011)

From the following table above researchers classified marketing level of minang boutique is **Non marketing** based on the average of marketing level. In detail will be shows by the following table below.

Table 4.25 classification of minang boutique

<i>Marketing activity</i>	<i>Non-marketing</i>	<i>Inexpert marketing</i>	<i>Implicit marketing</i>	<i>Sophisticated marketing</i>
Market Knowledge	√			
Competitors	√			
Costumer	√			
Market Information		√		
Significant event		√		
Competitive advantage	√			
Promotion	√			
Price	√			
After sales service	√			
TOTAL	8	2	0	0

Source: Primary Data (2011)

4.3.8 Dian bordir

Dian bordir is a one of many embroidery stores which is located in the pasar atas central store at second floor in Bukittinggi. This business is already existed for almost 35 years. Rif as an owner confess that she running this business along with her husband. Her product is very variety and many costumer get interest with it, not only local tourist or international tourist, but also special guest from government like President SBY, Gamawan Fauzi, until actor and artist like Tukul Arwana and Mulan Jameela. Rif said that her sales is increasing when the Lebaran's day would come (two days before lebaran) because the visitors usually come for buying goods specific from Minangkabau especially embroidery like kerancang mesin hitam. Rif confess that her sales are not influence by earthquake that happens lately and also issue after that.

Dian bordir now is growing bigger by having 3 retail stores in pasar atas central store. According to her, her strategy to that she used is only good services to the costumer because she claim that products that she offer is almost same with other competitors that's why she increase her services to make her costumer satisfied.

Based on the interview conducted Rif as owner the answer of questions about marketing activities will be concluded:

Table 4.26 Marketing Activity of Dian bordir

- 1. knowledge related to market in small medium enterprise**
Not too understand the market (consumers), and the target market is a tourist
- 2. Competitors**

Understanding of competitors, trying to be superior by produced the best product as competitive advantage.
- 3. competitive advantage small medium enterprise**
Do not clearly understand the advantages of products but give service service.
- 4. knowledge about small medium enterprise customer**
A wide Customers start from the president, artists, and tourist
- 5. marketing information**
Information obtained from the magazine and observations to the consumer orders.
- 6. Significant event**
Lebaran's days has significant increase of sales
- 7. explanation of pricing**
Pricing = capital + 100% or 80%
- 8. Promotional activities**
Promotion by following exhibitions abroad (Singapore)
- 9. after-sales service**
Not understand the after sales service and have never done it.

Source: Primary Data (2011)

After getting an overview related marketing activities undertaken by Dian , The
Following table classified level of marketing activity

Table 4.27 Marketing Level of Dian bordir

		<i>Marketing level</i>			
<i>Marketing activity</i>		Non-marketing	Inexpert marketing	Implicit marketing	Sophisticated marketing
Market Knowledge					
Carson model		Very general – no plans	Defines market in term of size, location, competitors. No targeting	Defines market in terms of size, location and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
Dian		Not too understand the market (consumers), and the target market is a tourist			
Competitors					
Carson model		Consider Immediate competitor only	Some knowledge of close competitors	A more in-depth knowledge of close competitors, related to understanding of competitive advantage	Full awareness of close and peripheral competitors which informs development of competitive position
Dian			Understanding of competitors, trying to be superior by produced the best product as competitive advantage.		
Costumers					
Dian model		Little knowledge of who costumers are	Know its customers. Has contact details-but doesn't use these, or segment costumers	Aware of size and segments in customer base, and differentiates between key and other costumers, possibly with aid of CRM database	Customer relationships managed through sophisticated CRM system. Loyalty schemes often used.
Costumers			A wide Customers start from the president, artists, and tourist		
Market Information					
Carson model		Collect none	Limited and informal approach to collection	Numerous complementary sources applied informally to create and maintain a competitive advantage	Relevant sources harvested regularly and consistently and information recorded for formal decision making and planning
Dian			Information obtained from the magazine and observations to the consumer orders.		

Table 4.27 Marketing Level of Dian bordir (continued)

Significant Event				
Carson model	Believes none have occurred	Aware of key events	Full understanding of market events and their impact	Is able to anticipate or influence market events
Dian		Lebaran's days has significant increase of sales		
Competitive Advantages				
Carson model	Poor awareness and articulation	Can describe competitive advantage	Understand the value of their competitive advantage and has plan for developments to capitalize on it	Can clearly define competitive position and how its offering defeats those of competitors.
Dian			Do not clearly understand the advantages of products but give service.	
Promotion				
Carson model	Few tools used	Uses several promotional methods, but they are not always the most suitable	Uses several proactive promotional methods	Is integrated, proactive and effective
Dian		Promotion by following exhibitions abroad (Singapore)		
Price				
Carson model	Based on cost plus pricing	Based on what the market will bear and competitor prices	Based on what the market will bear, competitors change, and costumer's value perceptions	Used to complement the marketing mix, adding perceptions of value or prestige
Dian	Pricing = capital + 100% or 80%			
After Sales Services				
Carson model	Deemed unnecessary	Recognize as necessary, but limited use of opportunities	Viewed as an opportunity for proactive engagement with costumers	Viewed as an opportunity to interact with the costumers, gather information and build relationships.
Dian	Not understand the after sales service and have never done it.			

Source: Primary Data (2011)

From the following table above researchers classified marketing level of Dian is Inexpert based on the average of marketing level. In detail will be shows by the following table below.

Table 4.28 Classification of Dian Bordir

<i>Marketing activity</i>	<i>Non-marketing</i>	<i>Inexpert marketing</i>	<i>Implicit marketing</i>	<i>Sophisticated marketing</i>
Market Knowledge	√			
Competitors			√	
Costumer		√		
Market Information		√		
Significant event		√		
Competitive advantage			√	
Promotion		√		
Price	√			
After sales service	√			
TOTAL	3	4	3	0

Source: Primary Data (2011)

4.3.9 Natasha bordir

Natasha Bordir is one of the embroidery's businesses that already existed for one year. This fresh business is creating by Agus as an owner by using his experience as an employee in one of the embroidery's small business enterprise. He also opens this business with the focus on the embroidery's veil with white machine or what we call computer's embroidery. This embroidery was sold to the agent in the Aur Kuning central market of Bukittinggi. In a month, usually Agus send around 20 scores veil to the Aur.

To satisfy his costumer, Agus adjust the motive of his embroidery with the request of his costumer and for his own embroidery's design, he using internet and magazine as guidance and he always change the design of the motive in every week to make his products more variety. According to him all this long he never receive any complaint from his costumer about his products because he produce it in neat and has a high quality, also with the raw material and the work of his labor is directly checked by Agus.

Based on the interview conducted Agus as owner the answer of questions about marketing activities will be concluded:

Table 4.29 Marketing Activity of Natasha konveksi

1. knowledge related to market in small medium enterprise	Not understand the market (consumers) as the market target because directly over to agents in Aur.
2. Competitors	Did not know competition and not focused on competition.
3. competitive advantage small medium enterprise	Not too understand the competitive advantage
4. knowledge about small medium enterprise customer	Did not know the customer satisfaction because it is directly sent to the agent Aur.
5. marketing information	Information obtained from internet.
6. Significant event	Lebaran's day became a significant impact on increasing order
7. explanation of pricing	Low pricing because it will be sent to agents in Aur.
8. Promotional activities	Not doing a promotions related product
9. after-sales service	Did not know after sales service and doesn't warranty.

Source: Primary Data (2011)

After getting an overview related marketing activities undertaken by Natasha ,
The Following table classified level of marketing activity

Table 4.30 Marketing Level of Natasha bordir

Marketing activity	Marketing level			
	Non-marketing	Inexpert marketing	Implicit marketing	Sophisticated marketing
Market Knowledge				
Carson model	Very general – no plans	Defines market in term of size, location, competitors. No targeting	Defines market in terms of size, location and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
Natasha	Not understand the market (consumers) as the market target because directly over to agents in Aur.			
Competitors				
Carson model	Consider Immediate competitor only	Some knowledge of close competitors	A more in-depth knowledge of close competitors, related to understanding of competitive advantage	Full awareness of close and peripheral competitors which informs development of competitive position
Natasha	Did not know competition and not focused on competition.			
Costumers				
Carson model	Little knowledge of who costumers are	Know its customers. Has contact details-but doesn't use these, or segment costumers	Aware of size and segments in customer base, and differentiates between key and other costumers, possibly with aid of CRM database	Customer relationships managed through sophisticated CRM system. Loyalty schemes often used.
Natasha	Did not know the customer satisfaction because it is directly sent to the agent Aur.			
Market Information				
Carson model	Collect none	Limited and informal approach to collection	Numerous complementary sources applied informally to create and maintain a competitive advantage	Relevant sources harvested regularly and consistently and information recorded for formal decision making and planning
Natasha		Information obtained from internet.		

Table 4.30 marketing Level of Natasha bordir (continued)

Significant Event				
Carson model	Believes none have occurred	Aware of key events	Full understanding of market events and their impact	Is able to anticipate or influence market events
Natasha			Lebaran's day became a significant impact on increasing order (anticipated).	
Competitive Advantages				
Carson model	Poor awareness and articulation	Can describe competitive advantage	Understand the value of their competitive advantage and has plan for developments to capitalize on it	Can clearly define competitive position and how its offering defeats those of competitors.
Natasha	Not too understand the competitive advantage			
Promotion				
Carson model	Few tools used	Uses several promotional methods, but they are not always the most suitable	Uses several proactive promotional methods	Is integrated, proactive and effective
Natasha	Not doing a promotions related product			
Price				
Carson model	Based on cost plus pricing	Based on what the market will bear and competitor prices	Based on what the market will bear, competitors change, and customer's value perceptions	Used to complement the marketing mix, adding perceptions of value or prestige
Natasha	Low pricing because it will be sent to agents in Aur.			
After Sales Service				
Carson model	Deemed unnecessary	Recognize as necessary, but limited use of opportunities	Viewed as an opportunity for proactive engagement with costumers	Viewed as an opportunity to interact with the costumers, gather information and build relationships.
Natasha	Did not know after sales service and doesn't warranty.			

Source: Primary Data (2011)

From the following table above researchers classified marketing level of Natasha is **Non marketing** based on the average of marketing level. In detail will be shown by the following table below.

Table 4.31 classification of Natasha bordir

<i>Marketing activity</i>	<i>Non-marketing</i>	<i>Inexpert marketing</i>	<i>Implicit marketing</i>	<i>Sophisticated marketing</i>
Market Knowledge	√			
Competitors	√			
Costumer	√			
Market Information		√		
Significant event			√	
Competitive advantage	√			
Promotion	√			
Price	√			
After sales service	√			
TOTAL	7	1	2	0

Source: Primary Data (2011)

4.3.10 cha-cha konveksi

Cha-cha's convection produces veil and white machine embroidery's clothes. With 3 embroidery's machine that Cha-cha's convection's has, they can produce veil and clothes in a great amount. This business is categorized as a small business enterprise looks from the amount of the permanent employees that consist of four persons. Irnawati as an owner said that business that she running with her husband for almost four years is produce computer's embroidery or often we call it white machine.

The most interest product which is offer by this convection is the embroidery's veil. She also produces embroidery's clothes. This veil and clothes are going to sell in Aur kuning central market in Bukittinggi to the agent. The price that they offer to the agent is relatively cheap; Rp 25.000 for a veil and Rp 50.000 for a clothes. According to Irna, she saw the embroidery's motive and model from magazine and internet as guidance. Besides that Irna often to buy products from Java also as guidance and inspiration for her own product. With enough capital, she made embroidery's clothes that are in trend in the central market. Many of their costumers in Aur who make an exhibition using their product, because their product is neat and the model is unique.

Based on the interview conducted irnawati as owner the answer of questions about marketing activities will be concluded:

Table 4.32 Marketing Activity of cha-cha konveksi

1. knowledge related to market in small medium enterprise	Not understand the market (consumers) because directly sent to the agent in Aur.
2. Competitors	Not focus on competition in the market.
3. competitive advantage small medium enterprise	Product advantage is the relative cheap price..
4. knowledge about small medium enterprise customer	Not understand the customer because it is directly sent to the agent at Aur
5. marketing information	Information obtained from the Internet and sample product from outside (Jakarta).
6. Significant event	Earthquakes and lebaran's day do not have a significant impact.
7. explanation of pricing	Pricing is based on materials and workers' wages.
8. Promotional activities	Not doing direct promotion (intermediaries / agents who do the exhibitions).
9. after-sales service	Did not after-sales service and have never done it.

Source: Primary Data (2011)

After getting an overview related marketing activities undertaken by cha-cha , The
Following table classified level of marketing activity

Table 4.33 Marketing Level of Cha-cha konveksi

<i>Marketing activity</i>	<i>Marketing level</i>			
	Non-marketing	Inexpert marketing	Implicit marketing	Sophisticated marketing
Market Knowledge				
Carson model	Very general – no plans	Defines market in term of size, location, competitors. No targeting	Defines market in terms of size, location and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
Cha-cha	Not understand the market (consumers) because directly sent to the agent in Aur.			
Competitors				
Carson model	Consider Immediate competitor only	Some knowledge of close competitors	A more in-depth knowledge of close competitors, related to understanding of competitive advantage	Full awareness of close and peripheral competitors which informs development of competitive position
Cha-cha	Not focus on competition in the market.			
Costumers				
Carson model	Little knowledge of who costumers are	Know its customers. Has contact details-but doesn't use these, or segment costumers	Aware of size and segments in customer base, and differentiates between key and other costumers, possibly with aid of CRM database	Customer relationships managed through sophisticated CRM system. Loyalty schemes often used.
Cha-cha	Not understand the customer because it is directly sent to the agent at Aur			
Market Information				
Carson model	Collect none	Limited and informal approach to collection	Numerous complementary sources applied informally to create and maintain a competitive advantage	Relevant sources harvested regularly and consistently and information recorded for formal decision making and planning
Cha-cha		Information obtained from the Internet and sample product from outside (Jakarta).		

Table 4.33 Marketing Level of Cha-cha konveksi (continued)

Significant Event				
Carson model	Believes none have occurred	Aware of key events	Full understanding of market events and their impact	Is able to anticipate or influence market events
Cha-cha		Earthquakes and lebaran's day do not have a significant impact.		
Competitive Advantages				
Carson model	Poor awareness and articulation	Can describe competitive advantage	Understand the value of their competitive advantage and has plan for developments to capitalize on it	Can clearly define competitive position and how its offering defeats those of competitors.
Cha-cha		Product advantage is the relative cheap price.		
Promotion				
Carson model	Few tools used	Uses several promotional methods, but they are not always the most suitable	Uses several proactive promotional methods	Is integrated, proactive and effective
Cha-cha	Not doing direct promotion (intermediaries / agents who do the exhibitions).			
Price				
Carson model	Based on cost plus pricing	Based on what the market will bear and competitor prices	Based on what the market will bear, competitors change, and costumer's value perceptions	Used to complement the marketing mix, adding perceptions of value or prestige
Cha-cha	Pricing is based on materials and workers' wages.			
After Sales Services				
Carson model	Deemed unnecessary	Recognize as necessary, but limited use of opportunities	Viewed as an opportunity for proactive engagement with costumers	Viewed as an opportunity to interact with the costumers, gather information and build relationships.
Cha-cha	Did not after-sales service and have never done it.			

Source: Primary Data (2011)

From the following table above researchers classified marketing level of cha=cha is **Non marketing** based on the average of marketing level. In detail will be shows by the following table below.

Table 4.34 classification of cha-cha konveksi

<i>Marketing activity</i>	<i>Non-marketing</i>	<i>Inexpert marketing</i>	<i>Implicit marketing</i>	<i>Sophisticated marketing</i>
Market Knowledge	√			
Competitors	√			
Costumer	√			
Market Information		√		
Significant event		√		
Competitive advantage	√			
Promotion	√			
Price	√			
After sales service	√			
TOTAL	8	2	0	0

Source: Primary Data (2011)

4.4 Theme Analysis SME

From the table above that describes the marketing activities by Carson's undertaken by each SME. After classifying the marketing level and then we add the theme analysis by using the table below to find out the average sample as an analysis theme

Table 4.35 Theme Analysis SME

	Non	Inexpert	Implicit	Sophisticated	Total sample	Average
<i>External</i>						
Market knowledge	-yunanda -rahmi -minang -dian -natasha -cha-cha -La linda		-bintang -lis -iftitah			Non M
TOTAL	7	0	3	0	10	
Competitor	-yunanda -rahmi -minang -natasha -cha-cha	-La linda -iftitah	-bintang -lis -dian			Non M
TOTAL	6	2	3	0	10	
Customer	-iftitah -yunanda -La linda -natasha -Rahmi -cha-cha -Minang	-bintang -lis -dian				Non M
TOTAL	7	3	0	0	10	
Market information	-La linda -yunanda	-iftitah -rahmi -Dian -minang -natasha -cha-cha	-bintang -lis			Inexpert
TOTAL	2	6	2	0	10	
Significant event	-iftitah -yunanda	-rahmi -minang -dian -Cha-cha	-natasha	-La linda -Bintang -Lis		Inexpert
TOTAL	2	4	0	4	10	
Competitive advantage	-yunanda -minang -natasha	-iftitah -rahmi -cha-cha -la linda -Lis	-Dian	-Bintang		Inexpert
TOTAL	3	5	1	1	10	
<i>Internal</i>						
Promotion	-iftitah -yunanda -minang -natasha -cha-cha	-bintang -La linda -Lis -Dian	-Rahmi			Non M
TOTAL	5	4	1	0	10	
Price	-bintang -lis -iftitah -yunanda -cha-cha -minang -dian -natasha	-rahmi		-la linda		Non M
TOTAL	8	1	0	1	10	
After sales service	-yunanda -rahmi -minang -dian -natasha -cha-cha	-bintang -La linda -Lis		-iftitah		Non M
TOTAL	6	3	0	1	10	
TOTAL	45	28	11	6	90	Non M

Source: Primary Data (2011)

As table 4. Shows the cohort as a whole has not been able to achieve an implicit or sophisticated level of marketing in any area of marketing activity. Knowledge and understanding about the market was poor (7) only (3) for implicit understand about the market. And understanding about the competitors was poor (5), (2) for inexpert and only (3) implicit owner consider about the competitors. Knowledge about customer has a same rate (7) for non- marketing and inexpert (2) and only (1) owner understand about customer deeply.

The owner realize the importance of information related product, as shows in table is (6) for collection of information. Owners very aware about the significant event (4) for inexpert and also (4) for sophisticated in lebaran's day as important events related to sales (increase or decrease of sales). Good understanding of the products advantages, they are can describe the advantages product (5) for inexpert. Promotion, price and after sales service are internal factor and for the 3 internal factor above almost the owner became non marketing for that factor (5) (8) (6). Only few as inexpert, implicit and sophisticated

Finally by totaling the ratings for each SME, SME were allocated to one of the categories. Table 4 shows that seven SME were in the non-marketing category, three were in the inexpert marketing category.

4.4.1 Classification of SMEs Marketing Level based on business size and length of activity

The following table below will be show the marketing Level activity based on classification business size of each SMEs.

Table 4.36 based on business size

Business size	Marketing Level			
	Non- M	Inexpert	Implicit	sophisticated
SMALL				
▪ La Linda		√		
▪ Lis		√		
▪ Ifitah	√			
▪ Yunanda	√			
▪ Rahmi	√			
▪ Minang	√			
▪ Cha-cha	√			
▪ Natasha	√			
MEDIUM				
▪ Dian		√		
▪ Bintang		√		

Source: Primary Data (2011)

Based on the following table above, founded two (20 %) from small enterprise categories are inexpert marketing, six (60%) small enterprise categories as non marketing and two (20%) medium enterprise are inexpert. Researchers concludes that the business size have significant impact for the level of marketing of each SME because the medium enterprise more focusing on their business, and understand about he marketing activity for the good SME, but the others case in small enterprise that also categories as inexpert are la linda and hj. Lis having different way, first la linda, this small enterprise became inexpert level

because the owner really understand about the developing her business. Second *hj .lis*, this small enterprise became inexpert because the length of activity or age of the business, experience and know the situation of market became a key factor that make this small enterprise became inexpert.

In detail about the length of activity will be shows in table below

4.38 based on length of activity

Length of Activity	Marketing Level			
	Non- M	Inexpert	Implicit	sophisticated
1-5 year				
▪ Natasha	√			
▪ Cha-cha	√			
▪ Minang	√			
▪ Ifitah	√			
6-10 year				
▪ Bintang		√		
▪ La linda		√		
▪ Yunanda	√			
11-20 year				
▪ Rahmi	√			
>20 year				
▪ Dian		√		
▪ Lis		√		

Source: Primary Data (2011)

From the following table of the length of activity shows all the SMEs (40%) in year one up to five categories as non marketing. Two (20%) from three in year six up to ten categories as in expert and two (20%) in more than twenty year also inexpert. Researchers concllude that the length of activity have impact to the SMEs, can be seen in table 4.38 most of the SMEs that had long life are inexpert. Only a few of SMEs such *rahmi bordir* and *yunanda souvenir* became a non marketing.

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion of Research

Based on the analysis and discussion in the previous chapter, it takes the conclusions that will be explained below:

1. From the 10 sample embroidery in bukittinggi city most of the SMEs not too understand about the market knowledge.
2. From the 10 sample embroidery in bukittinggi city half of SMEs are not consider the competition, they just focus on their own business. And the other half know about te competitors and understand about the competition in market.
3. From the 10 sample embroidery in bukittinggi city Generally SMEs doesn't know the detail of costumer.
4. From the 10 sample embroidery in bukittinggi city most of SMEs clearly understand about how to get the market information. They using many manner to get the information realated product,price,promotion and place (4ps)
5. From the 10 sample embroidery in bukittinggi city Most of the consider about the special event such as Lebaran's day that would impact to the sales.

6. From the 10 sample embroidery in bukittinggi city the understanding of competitive advantage are good, most of the SMEs can describe their product advantage as well.
7. From the 10 sample embroidery in bukittinggi city half of SMEs use some of media/tools for promotion. But the other half only by mouth to mouth.
8. From the 10 sample embroidery in bukittinggi city Almost Price SMEs based on cost plus pricing
9. From the 10 sample embroidery in bukittinggi city almost SMEs know about the after sales service, but just a few SMEs that ever do it.
10. Company size and length of activity give a significant impact to 10 sample in SMEs in Bukittinggi city to determine the marketing activity level.

5.2 Implications of Research

The research of SMEs embroidery is required to know the SMEs marketing activity level. This is certainly due to the importance of establishing development in achieving the good SMEs.

The researcher expected the reader understand about the SMEs as important aspect in the development of the economy because small businesses are provider of employment and create new jobs.

For SMEs itself research want to know how the manger(owner) mange their business,and also how the manger join some training to develop their business itself.

Researcher give some suggestion for SMEs to join some of training,expo in order to increase the knowledge of market. As we know the market knowledge include many aspect such customer, trend, relationship, loyalty of product ect.

Inconclude this research implication show the SMEs the important of developing their business.

5.3 Limitation of Research

In doing this research, there are several limitations that the researchers face that might influence the findings. Some limitation appears in this research such as:

1. The object of the study only took ten SMEs in Bukittinggi. The ten SMEs have a different Level marketing activity total, so it is difficult to generalize the SMEs.
2. Limited access to critical data that actually supports the results of this research. For example, the financial data and some other important documents of the SMEs, because almost all SMEs do not make the detail financial record. So its difficult for researchers to get valid data related to capital, sales and etc.

5.4 Recommendation for Further Research

Limitations that exist in this study should be a reference for subsequent research to get the perfection in giving a figure and a wider contribution from the same study. Some suggestions and recommendations to be developed in further research:

1. For further research is expected to take a larger sample in order to make the results of study more comprehensive and profound.
2. Suggested to further researcher to combine the use of qualitative and quantitative analysis and also using in-depth interview structure. Quantitative analysis was not done in this study can be used to measure marketing activity and SME strategies undertaken in order to make it in depth explanation and accurately result. While the qualitative analysis and in depth interview conducted in this research will be able to give a figure of a deeper understanding SMEs marketing activity in Bukittinggi

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APPENDIX 1
LA LINDA BOUTIQUE

Hari / tanggal: Selasa, 14 Juni 2011

Lokasi wawancara: La Linda Boutique

A. Profil Usaha

1. Nama Usaha : La Linda Boutique
2. Alamat : Jl. A. Rivai no. 38
3. Jenis usaha : Bordir Sulaman dan baju jadi
4. Berapa Jenis produk yang dihasilkan: ± 3
5. Skala usaha : Menengah (UKM)
6. Jumlah karyawan : Tetap= 9 Tdk tetap=4
7. Usia Usaha/kapan berdiri : 8 tahun
8. Bentuk Kepemilikan : Perseorangan
9. Bentuk badan hukum : izin Deperindag (siup situ)
10. Daerah/skala Operasi : Nasional= Jakarta, jambi, bengkulu, pekanbaru
Global= australia

B. Profil Pemilik

1. Nama pemilik : Linda Purnama
2. Alamat : Jl. A. Rivai no.38
3. Jenis kelamin : Perempuan
4. Umur : 44 Tahun
5. Hobi : Merancang
6. Pekerjaan : Sales Manager Arya Duta Hotel Pekanbaru
(sebelum membuka boutique)
7. Pendidikan terakhir : Diploma Seretaris ASMI Jakarta (1987)

8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti:

- Yuliana-Jakarta (1987)
- Cindy-singapore (1990)
- Sherly-Padang (1991)
- Pelatihan dari Universitas

9. Penghargaan/Prestasi terkait usaha : Piagam dari SMK2 Duri, payakumbuh,
bangko, batu taba

10. Pengalaman kerja terkait usaha : Sebelunya belum ada tapi sekarang
sedang berkerjasama dengan bordiran
muda mandiri

11. Sumber Modal : Pribadi

C.Pertanyaan Terkait UKM

1. Pengetahuan terkait dengan pasar

- apa saja yang bapak/ibu ketahui tentang pasar
 - ➔ **“sedang diminati dengan kombinasi jahitan dan sulaman kreatif.”**
- apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
 - ➔ **“yang diminati pasti bordiran yang terbaru yang motifnya tidak pasaran. yang rancang tante sendiri jadi tidak ada di pasar (creative design)”**
- apa saja yang bapak/ibu ketahui tentang pasar sasaran
 - ➔ **“kayaknya semuanya jadi sasaran produk ya, dari kalangan yang mudanya sampe yang tuanya karena kan di sesuaikan motif dan jahitannya”**

2. Pemahaman terhadap pesaing

- Se jauh ini seberapa banyak pesaing yang bpk/ibu ketahui bergerak di bidang usaha yang sama?
 - ➔ **“paling boutique-boutique deket-deket sini ya tapi tetap saja kita modelnya beda karena keunikan kita yang desain sendiri. Pernah ada yang coba mencontohnya tapi hasilnya pasti beda tidak bisa di contoh”**
- Bagaimana tanggapan bpk/ibu terhadap pesaing yang ada di pasar saat ini?
 - ➔ **“ya mereka tidak bisa meniru desain tante karena ini unik dan murni karya sendiri”**
- Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu (bordir tasik malaya)?
 - ➔ **“ya karena tante motif nya sendiri jadi buat bordir tasikmalaya tidak terlalu berpengaruh karena tidak terlalu dicari”**

3. Pengetahuan terhadap pelanggan

- Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?
 - ➔ **“pokoknya kalau disini yang paling khas itu yang Freel itu kombinasi tapi itu hanya model jahitan kalau sulaman yang paling diminati itu sulaman pita”**
- Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ?
(puas/tidak puas)
 - ➔ **“selalu balik kesini lagi,alhamdulillah semua rata-rata puas”**

4. Informasi pemasaran

- Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?
 - Seperti: observasi, wawancara dll
 - ➔ **“ biasanya tante otomatis saja, jadi ketika kepikiran motif langsung dibuat tidak seperti kebanyakan orang yang browsing liat-liat model dulu di internet baru bikin. tante juga tidak pernah melakukan observasi tentang apa yang diinginkan konsumen pokoknya apa yang teringat langsung dituangkan jadi karya motif bordir/sulaman.”**

5. Pendapat UKM sehubungan dengan peristiwa penting

- Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?
 - ➔ **“karena kita jauh ya dari gempa kemaren itu jadi ya alahdullilah kalau gempa ga ada pengaruhnya.”**

- Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut
- “kalau lebarannya itu bikinya lebih 3 kali lipat sampai 4 kali lipat bisa berlipat-lipat ganda.”

6. Pemahaman tentang keunggulan bersaing

- Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?
- “modelnya kita selalu beda dari yang lainnya, makanya banyak yang balik lagi kesini, karena kadang kan pelanggannya tidak tahu dengan modelnya jadi tante saja yang desain langsung, makanya mereka kesini bawa bahan nanti tau langsung jadi baju
- Mengapa konsumen lebih memilih produk dari pada produk lain
- “ya karena model yang variatif tadi”

7. Penetapan harga

- Bagaimana bpk/ibu menentukan penetapan harga?
- “kalau harga itu kan karena pengerjaannya lumayan rumit dan kita sistem tangan ya jadi ya kalo harga sedikit tinggi, tapi kalau tante mematok harga bajunya kisaran Rp.300.000an pelanggan mengerti kok karena kan memang jahitnya detail, ribet dan hasilnya juga memuaskan jadi mereka juga tidak masalah tapi awal-awal mereka kebanyakan kagok dengan harga segitu tapi setelah mereka pakai produk baru mereka mengerti malahan tidak bisa kemana-mana lagi karena sudah terbiasa kesini.”

- Apa saja komponen yang dipertimbangkan dalam menetapkan harga

→ “harga jahit bordir itu tergantung lamanya pengerjaan karena kita kan pengerjaan semua tangan, kalau tangan lebih lama dari pada mesin makanya upah nya lebih tinggi”

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

- Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?

→ “selama ini promosinya cuma dari mulut ke mulut belum pernah ada promosi radio atau lainnya”

- Media apa yang digunakan untuk berpromosi

→ “baru-baru ini coba ikut pameran, buka stand karena dulu kan kita seattle konsen dengan pelanggan jadi sekarang baru ikut-ikut pameran, kemaren ada desainer dari Jakarta mempromosikan kita di majalah NUR selama 2 kali

→ periode oktober dan November 2010”

9. Mengetahui pelayanan purna jual

- Jelaskan yang ibu ketahui tentang pelayanan purna jual

→ “iya servis”

- Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

→ “selama ini tante belum pernah ada kejadian itu, karena sebelum produk di kirim ke pelanggan kita ada kuisi, itu bagian pemeriksaan barang, jadi kalau barangnya rusak pasti kita kasih tau dulu ke pelanggan jadi sampai sekarang belum ada keluhan dari pelanggan karena kita benar-benar konsen masalah itu, tapi kalau kedepanya ada terjadi kerusakan pasti akan kita ganti karena itu kan servisnya ya”

10. Mendapatkan informasi tentang pemahaman terhadap produk

- Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan, kualitas, motif yang ditawarkan?

→ “ada juga pasti , biasanya orang-orang yang sering pergi keluar jadi biasanya dia lebih detail masalah semuanya (bukan pelanggan dari sumbar)”

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

- Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

→ “iya kalau yang nasional ya jakarta paling jauh, dan kebetulan ibu yang punya tempat ini punya keluarga yang buka boutique di australia jadi dia bawa bordir tante kesana juga. ya alhamdulillah banyak yang cocok juga sama selera orang disana”

Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

→ “langsung jual di boutique saja dan kalau ada pesanan juga dan mengirim ke australia sekali sebulan biasanya”

LALINDA BUTIQUE

NO	QUESTION	ANSWER
1	knowledge related to market in small medium enterprise	Mengerti dengan jelas mengenai pasar (konsumen) dengan selalu menciptakan model-model / motif produk sehingga menjadi trend dikalangan konsumen dan memiliki pasar sasaran yang luas (anak-anak, dewasa dan tua).
2	competitive advantage small medium enterprise sample	Memahami pesaing dengan baik, namun dengan keunikan produk yang diciptakan mmbuatnya menjadi special dan sulit untuk ditiru.
3	knowledge about small medium enterprise customer	Konsumen secara keseluruhan merasa puas, karena model poduk yang sangat special.
4	marketing information	Tidak melakukan obeservasi/wawancara dalam menciptakan produk. Menjadikan pemikiran yang kreatif menjadi modal dalam menghasilkan produk yang menjadi tren.
5	opinions of small and medium enterprises in relation to important events that affect the sustainability of their activities	Lebaran menjadi momen kenaikan pesanan yang berlipat ganda.
6	competitive advantage	Keunggulan dalam segi rancangan produk yang sangat variatif disesuaikan dengan permintaan pelanggan.
7	explanation of pricing	Penetapan harga berdasarkan upah jahitan dan kerumitan pengerjaan.
8	information about the promotional activities	Mengikuti pameran dan dimuat dalam salah satu majalah sebagai bentuk promosi.
9	after-sales service	Mengerti terhadap layanan purna jual, namun belum pernah melakukan layanan purna jual tersebut karena pengecekan barang (kuisi) yang dilakukan sebelum produk diberikan pada pelanggan.

10	information about product under standing	Pelanggan mengerti dengan jelas terhadap produk yang di tawarkan, terutama pelanggan dari luar daerah yang lebih detail.
11	distribution / place	Pendistribusian secara langsung menjual di toko dan mengirimkan produk sampai ke luar negri (australia).

LA LINDABOUTIQUE PHOTO



APPENDIX 2
BINTANG BORDIR

Hari / tanggal: Selasa, 14 Juni 2011

Lokasi wawancara: Toko Bintang bordir

A. Profil Usaha

1. Nama Usaha : Bintang Bordir
2. Alamat : komplek Pertokoan Pasar Atas lt.2
3. Jenis usaha : Bordir dan Sulaman
4. Berapa Jenis produk yang dihasilkan: \pm 5 (Bordir, sulaman:sulam tangan: kapalo samek.sulam timbul suji tangan,sulam baying, terawang)
5. Skala usaha : Menengah (UKM)
6. Jumlah karyawan : Tetap=25 Tdk tetap= tidak ada
7. Usia Usaha/kapan berdiri : 6 tahun
8. Bentuk Kepemilikan : Perseorangan
9. Bentuk badan hukum : izin Deperindag (siup situ)
10. Daerah/skala Operasi : Nasional=Jakarta,Padang
Global= Malaysia

B.Profil Pemilik

1. Nama pemilik : Yanti
2. Alamat : Panganak
3. Jenis kelamin : Perempuan
4. Umur : 39 Tahun
5. Hobi : seni
6. Pekerjaan : Tidak Ada
7. Pendidikan terakhir : S-1 Sastra Inggris Universitas Bung Hatta (1997)

8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti: pelatihan dari Deperindag
2009/2010
9. Penghargaan/Prestasi terkait usaha : Tidak ada
10. Pengalaman kerja terkait usaha : Tidak Ada
11. Sumber Modal : Pribadi dan bantuan Koperasi (KUR)

C.Pertanyaan Terkait UKM

1. Pengetahuan terkait dengan pasar

- apa saja yang bapak/ibu ketahui tentang pasar
→ **“ya lumayanlah untuk bulan sekarang.”**
- apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
→ **“ kalau yang kesini paling banyak peminat sulam tangan.”**
- apa saja yang bapak/ibu ketahui tentang pasar sasaran
→ **“para pengunjung seperti pendatang atau orang rantau, pesanan kantor, pesanan ibu-ibu arisan, seperti bulan kemaren pesanan dari koperasi pegawai negri Padang itu baju koko dan baju kurung sulaman.”**

2. Pemahaman terhadap pesaing

- Sejauh ini seberapa banyak pesaing yang bpk/ibu ketahui bergerak di bidang usaha yang sama?
→ **“ banyak kira-kira lebih 100an bordir.”**

- Bagaimana tanggapan bpk/ibu terhadap pesaing yang ada di pasar saat ini?

→ " ya kan beda-beda, cuma ada beberapa keluhan dari pelanggan kalau berbelanja di tempat lain servisnya kurang memuaskan, kurang ramah, jadi dari situ uni juga mengambil kesimpulan bagaimana harus menghadapi pelanggan karena pesaing kan banyak, motif juga hampir sama jadi dari cara kita meladeni pelanggan bisa menjadi faktor kita dilirik pembeli,"

- Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu (bordir tasik malaya)?

→ "umumnya peminat bordir tasikmalaya itu orang bukittinggi sendiri karena mereka sudah tahu tentang bordir dan sulaman asli jadi mencoba untuk membeli bordiran tasik, tapi untuk penjualan lebih banyak bordir asli kita arena kalau tasik itu kan di produksi sekali banyak dan kemungkinan pasaran itu besar jadi terkadng pembeli mempertimbangka itu uga karena tidak ada keunikan, bayangkan saja untuk 1 motif bisa diproduksi ratusan sedangkan asli kita hanya 2 paling banyak

3. Pengetahuan terhadap pelanggan

- Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?

→ " sulaman tangan"

- Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ?
(puas/tidak puas)

→ "alhamdulillah jadi langganan dan banyak dari mereka yang balik datang berbelanja disini lagi, bahkan ada pembeli dari padang yang belanj aitu tahu lalu dan sengaja datnag ke bukittinggi untuk nyari toko ini lagi karena ingin berbelanja lagi itu pembeli yang lumayan fanatik sama sulaman yang uni tawarkan"

4. Informasi pemasaran

- Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?

- Seperti: observasi, wawancara dll

→ “dari langganan dan kami juga punya email/Facebook jadi berbagi informasi dan mengetahui selera pasar saat ini dari online shopping, itu bisa liat-liat produk yang uni posting di facebook uni (uncuyanti) dan kadang kalau dari langganan sering ada saran seperti ingin motif yang kecil-kecil dan itu jadi menimbulkan ide untuk merancang motif yang diinginkan pembeli itu sendiri, karena kita kan harus dituntut kreatif jadi kalau sedang sepi pembeli gini uni mencoba-coba merancang jadi nanti punya stock model rancangan selanjutnya, dan setelah rancangan selesai biasanya langsung dibuatkan contoh barang oleh anak jahit dan dijual untuk melihat respon pembeli dan kalau bagus dilanjutkan produksi motif tersebut kalau tidak yang dihentikan, tapi kekurangannya uni tidak bisa memantankan produk, padahal itu awalnya rancangan uni jadinya karena laku banyak yang meniru.”

5. Pendapat UKM sehubungan dengan peristiwa penting

- Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?

→ “ada dampaknya, otomatis orang sepi karena takut, karena itu juga sudah pernah kejadian sedang rame pengunjung tiba-tiba gempa dan pengunjung lari dan tidak berani lagi berbelanja kesini karena ini kan lantai dua, jadi pelanggan banyak yang takut juga. sebulan sehabis kejadian masih sepi padahal pusat gempa di padang tapi sampai kesini terkena imbas sepi pelanggan. Apalagi gempa gunung padang panjang tahun 2007 itu benar-benar sepi, uni harus berusaha untuk meyakinkan pembeli untuk berbelanja dengan aman.”

- Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut

→ “kalau lebaran ya alhamdulillah banyaklah umumnya pengunjung, atau hari libur panjang seperti tanggal merah, kenaikan omset sekitar 2 kali lipat.”

6. Pemahaman tentang keunggulan bersaing

- Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?

→ “motif palingan, motif itu juga ada yang dirancang berdasarkan de sendiri ada yang dari buku.”

- Mengapa konsumen lebih memilih produk dari pada produk lain

→ “ya kebanyakan karena motif yang uni tawarkan variatif ya.”

7. Penetapan harga

- Bagaimana bpk/ibu menentukan penetapan harga?

→ “Kalau harga untuk bordiran itu agak mahal ya karena lama dan semuanya manual untuk baju kerancang itu dari harga Rp.150.000 sampai Rp.300.000, kalau sulaman terawang yang panjang itu juga sekitar Rp.300,000 karena lama sekitar 1 bulan pengerjaan.”

- Apa saja komponen yang dipertimbangkan dalam menetapkan harga

→ “seperti pada umumnya upah jahit dan bahan seperti jenis kain, benang, payet yang digunakan.”

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

- Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?

→ “dari mulut ke mulut saja”

- Media apa yang digunakan untuk berpromosi

→ ‘ palingan media internet kayak email atau forum/group facebook.”

9. Mengetahui pelayanan purna jual

- Jelaskan yang ibu ketahui tentang pelayanan purna jual

→ “ garansi pembeli ya.”

- Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

→ “ ada, tapi uni belum pernah ada yang mengembalikan produk uni.”

10. Mendapatkan informasi tentang pemahaman terhadap produk

- Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan, kualitas, motif yang ditawarkan?

→ “sebahagian ya, kalau yang tidak mengerti uni justru menerangkan, ini kainnya bagaimana, jahitnya bagaimana, tapi kadang ada juga yang detail, tapi tetap diterangkan kalau kain uni ini semua asli kerancang mesin hitam tangan tidak ada yang menggunakan komputer, seperti baju koko kerancang ini pun asli buatan mesin hitam kerancang tangan dan itulah yang menjadi pembeda produk uni.”

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

- Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

→ “ya yang ke jakarta dan padang tadi.”

Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

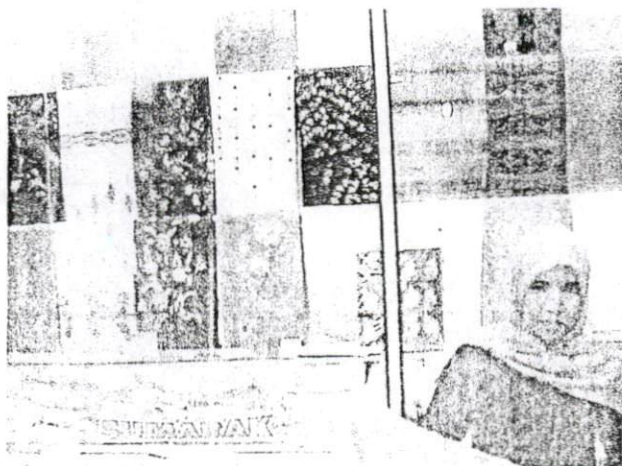
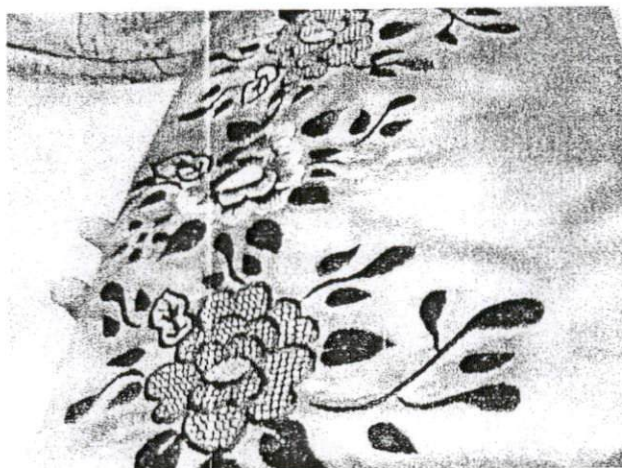
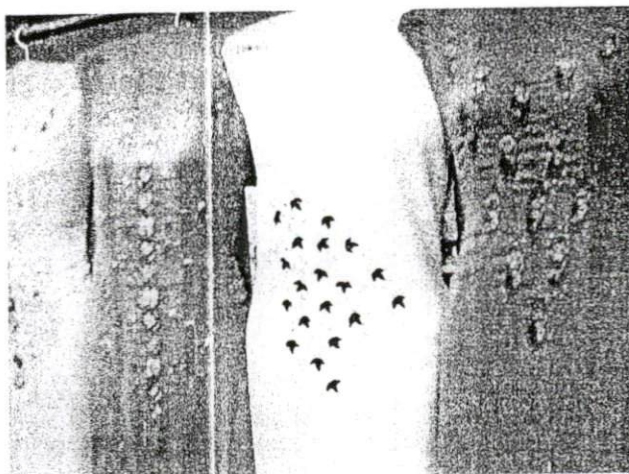
→ “ langsung di jual di toko, tapi karena uni sering posting di internet jadi banyak langganan dari online shopping yang minta no hp dan nego harga via sms, ada juga temen yang dari Jakarta yg di add di facebook banyak yang komentar dan pesan via wall facebook, nanti tinggal dikirim.”

BINTANG BORDIR

NO	QUESTION	ANSWER
1	knowledge related to market in small medium enterprise	Memahami pasar (konsumen), pasar sasaran yang cukup luas mencakup pegawai. Ibu-ibu PKK dan pengunjung.
2	competitive advantage small medium enterprise sample	Memahami pesang yang banyak bergerak di bidang yang sama, namun pemilik melakukan strategi servis yang sangat baik terhadap konsumen sehingga onsumen merasa nyaman dalam berbelanja.
3	knowledge about small medium enterprise customer	Memahami selera konsumen dengan baik, seperti produk yang sangat diminati konsumen adalah sulaman tangan.
4	marketing information	Informasi yang di dapat terkait produk didapat berdasarkan observasi langsung kepada konsumen dan melalui jejaring sosial facebook (internet).
5	opinions of small and medium enterprises in relation to important events that affect the sustainability of their activities	Gempa dan lebaran memberikan dampak yang signifikan.
6	competitive advantage	Memahami keunggulan produk sebagai keunggulan bersaing (model yang variatif, hasil rancangan sendiri).
7	explanation of pricing	Penetapan harga berdasarkan kerumitan pekerjaan dan bahan.
8	information about the promotional activities	Promosi yang dilakukan melalui jejaring social Facebook dan E-mail.
9	after-sales service	Memahami layanan purna jual dan memberikan garansi produk.
10	information about product under standing	Pelanggan memahami secara jelas produk yang ditawarkan dan memberikan penjelasan pada pelanggan terhadap produk yang ditawarkan.

11	distribution / place	Pendistribusian secara langsung di toko dan melakukan online shopping.
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BINTANG BORDIR PHOTO



APPENDIX 3

HJ. LIS

Hari / tanggal: Selasa, 14 Juni 2011

Lokasi wawancara: Toko Hj. Lis

A. Profil Usaha

1. Nama Usaha : Hj. Lis Bordir
2. Alamat : Pasar Atas
3. Jenis usaha : Bordir, Sulaman dan Batik
4. Berapa Jenis produk yang dihasilkan: ± 5 (tambahan=kain sarung, batik)
5. Skala usaha : Kecil (UMKM)
6. Jumlah karyawan : Tetap= 4 Tdk tetap= tidak ada
7. Usia Usaha/kapan berdiri : 41` tahun
8. Bentuk Kepemilikan : Perseorangan
9. Bentuk badan hukum : izin Deperindag
10. Daerah/skala Operasi : Nasional= Pekanbaru, Palembang, Lampung, Jakarta
Global= Malaysia, Singapore

B. Profil Pemilik

1. Nama pemilik : Lisma (penerus saat ini Rosmeri)
2. Alamat : Jl.Mandiangan gg. Dahlia no.34 L
3. Jenis kelamin : Perempuan
4. Umur : 55 Tahun
5. Hobi : Membaca
6. Pekerjaan : Perawat Rs. PT.Pelni Jakarta (sebelumnya)
7. Pendidikan terakhir : Sekolah keperawatan PT.Pelni Jakarta (1972)

8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti:
- Pelatihan E-commerce UMKM dari UNAND 2009
 - Pelatihan desain dari perindustrian Deperindag (2005)
 - Pelatihan management
9. Penghargaan/Prestasi terkait usaha : UKM Creative (2000)
10. Pengalaman kerja terkait usaha : Tidak Ada
11. Sumber Modal : Pribadi

C.Pertanyaan Terkait UKM

1. Pengetahuan terkait dengan pasar

- apa saja yang bapak/ibu ketahui tentang pasar
→ **“ ya apa yang diminati pelanggan.”**
- apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
→ **“kalau yang kesini kan banyaknya tamu luar jadi yang dicari kerancang.”**
- apa saja yang bapak/ibu ketahui tentang pasar sasaran
→ **“kebanyakan kalau di bukittinggi kan banyak orang yang mengikuti pelatihan seperti tamu-tamu bank atau dari departement lain sehabis itu pasti mereka belanja baik di pakai sendiri ataupun oleh-oleh,selain itu pelanggan dari sini juga ada.”**

2. Pemahaman terhadap pesaing

- Se jauh ini seberapa banyak pesaing yang bpk/ibu ketahui bergerak di bidang usaha yang sama?
 - **“banyak, pasar atas tingkat lantai dua itu rata-rata bordir dan sulaman, tapi ibu tidak tahu datanya.”**
- Bagaimana tanggapan bpk/ibu terhadap pesaing yang ada di pasar saat ini?
 - **“kalau di kompleks pertokoan pasar atas tingkat 2 itu banyak model yang sama ya, jadi tidak ada keunikanya.”**
- Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu (bordir tasik malaya)?
 - **Tidak tahu juga ya tapi kalau pelanggan bilang di tempt ibu itu unik modelnya di banding di kompleks pasar atas makanya mereka lebih belanja kesini. Dan kalau masalah bordir tasikmalaya ibu tidak tahu dan tidak jual juga.”**

3. Pengetahuan terhadap pelanggan

- Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?
 - **“ ya yang paling banyak itu kerancang tangan mesin hitam yang tiak ada di Jakarta, karena tamu-tamu itu beli yang tidak ada di daerahnya makanya mereka beli disini.”**

- Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ?
(puas/tidak puas)

→ “Puas karena ibu cari kain yang bagus dan besar karena kadang-kadang pelanggannya kan badannya ada juga yang besar jadi sayang kalau dia suka sama motif bordir atau sulamannya tapi kainnya kurang untuk di jadikan baju, jadi ibu sengaja melebihkan kain agar semua pelanggan bisa pakai tidak ada istilah kurang bahan.”

4. Informasi pemasaran

- Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?

○ Seperti: observasi, wawancara dll

→ “ya ibu sering2 liat di majalah masalah modelnya, dan kebetulan ibu kan sering ikut pameran di Jakarta jadi ibu suka observasi tentang model mereka, selera pelanggan di Jakarta, bagaimana dia mempromisikan dan menjual barang-barangnya, dan kalau ada pembeli yang kesini biasanya ibu suka tanya (“ibu cari bahan apa, suka yang motif bagaimana?”) itu sebagai patokan ibu juga untuk bikin barang selanjutnya.”

5. Pendapat UKM sehubungan dengan peristiwa penting

- Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?

→ “berpengaruh ya, jadi kan tamu-tamu pada takut untuk datang kesini, jadi menurun omsetnya.

- Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut

→ “ kalau lebaran itu biasanya meningkat sampai 3 kali lipat dari hari biasanya, apalagi sebelum puasa dan setelah lebaran itu sangat banyak pembeli”

6. Pemahaman tentang keunggulan bersaing

- Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?

→ “karena kan ibu upah jahit sulamanya mahal jadi sayang kalau ibu kasih kain yang murahan, makanya ibu kasih kain yang bagus jadi pelanggan yang kesini pasti karena kain ibu yang tidak mengecewakan, sayang juga kalau sulamanya masih bagus tapi kainnya sudah rusak

- Mengapa konsumen lebih memilih produk dari pada produk lain

→ Ya itu tadi banyak yang puas dengan kain ibu alhamdulillah banyak juga dari langganan yang merekomendasikan ke teman-teman nya untuk belanja di tempat ibu karena kualitas kain tadi.”

7. Penetapan harga

- Bagaimana bpk/ibu menentukan penetapan harga?

→ “tergantung ya kalau baju sulaman itu dari harga Rp.80.000 sampai Rp.1.000.000 dan kalau mukena bordir itu dari harga Rp.150.000 sampai Rp.2.500.000, tapi kalau penjualan itu tidak tentu ya seperti hari ini baru terjual yang murah satu, tapi kalau moment besar biasa terjual yang mahal

- Apa saja komponen yang dipertimbangkan dalam menetapkan harga

→ “ibu dari segi kain dan upah jahit beda karena kalau bordir ibu dari segi jahitnya beda ada yang halus sekali, ada yang tebal makanya kalau di pasar atas itu upah jahitnya Rp.175.000 kalau ibu bisa sampai Rp.300.000, tapi orang juga tahu ini kain nya beda dan jahitnya juga beda.”

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

- Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?

→ “Dari mulut-mulut ke mulut saja.”

- Media apa yang digunakan untuk berpromosi

→ “Ibu juga kan sering mengikuti pameran-pameran perindustrian, JCC di Jakarta dan basko baru-baru ini jadi ibu bawa kartu nama dan di kasih ke pembeli jadi kalau mereka mau bisa telepon untuk pesan.

9. Mengetahui pelayanan purna jual

- Jelaskan yang ibu ketahui tentang pelayanan purna jual

→ “ibu menjamin kain-kain ibu dan boleh dikembalikan kalau ada yang luntur.”

- Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

→ “ya ada semacam garansi ke pelanggan, tapi jarang selama ibu berjualan disini baru ada 1 pelanggan yang mengembalikan karena luntur, ya bagi ibu itu tanggung jawab ibu jadi pelanggannya boleh mengganti dengan kain yang baru.”

10. Mendapatkan informasi tentang pemahaman terhadap produk

- Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan,kualitas,motif yang ditawarkan?

→ “jarang, karena kebanyakan langganan ya, jadi mereka sudah tahu kalau kain ibu ini tidak luntur bahanya.”

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

- Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

→ Banyak, Jakarta,Palembang,Pekan baru, Lampung

Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

→ Langsung saja di toko disini, tapi kalau ada pesanan ibu kirimkan tiki atau Cargo kalau pesanan banyak.”

HJ. LIS BORDIR

NO	QUESTION	ANSWER
1	knowledge related to market in small medium enterprise	Mengerti terhadap pasar (konsumen), bordir kerancang menjadi trend di pasaran dan menjadikan tamu-tamu pelatihan Bukit Tinggi menjadi pasar sasaran.
2	competitive advantage small medium enterprise sample	Mengatahui pesaing yang ada mulai dari model yang mereka tawarkan sampai harga yang rata-rata sama (tidak ada keunikan).
3	knowledge about small medium enterprise customer	Kerancang tangan mesin hitam menjadi produk yang paling diminati pelanggan, ukuran kain yang besar membuat pelanggan puas terhadap produk yang ditawarkan.
4	marketing information	Informasi terkait produk didapat dari majalah, observasi keluar kota (Jakarta), dan observasi langsung ke pelanggan.
5	opinions of small and medium enterprises in relation to important events that affect the sustainability of their activities	Gempa dan lebaran memberi dampak yang sangat berpengaruh bagi peningkatan dan penurunan penjualan.
6	competitive advantage	Keunggulan yang ditawarkan melalui kualitas kain (ukuran besar).
7	explanation of pricing	Penetapan harga tergantung pada upah jahit dan bahan yang digunakan.
8	information about the promotional activities	Melakukan pameran diluar kota seperti Jakarta dan Padang.
9	after-sales service	Melakukan pelayanan Purna Jual apabila terjadi kecacatan produk (garansi).
10	information about product under standing	Pelanggan tidak terlalu mengerti dengan produk tapi percaya dengan kualitas yang di tawarkan.
11	distribution / place	Pendistribusian secara langsung di toko dan pengiriman ke berbagai kota di Indonesia.

HJ. LIS PHOTO



APPENDIX 4
IFTITAH KONVEKSI

Hari / tanggal: Selasa, 16 Juni 2011

Lokasi wawancara: Pabrik Iftitah konveksi

A. Profil Usaha

1. Nama Usaha : Iftitah konveksi
2. Alamat : aur tigo baleh-tambuo
3. Jenis usaha : Bordir Komputer
4. Berapa Jenis produk yang dihasilkan: terkait border jilbab. Konveksi
(baju sekolah, baju lapangan)
5. Skala usaha : Kecil (UMKM)
6. Jumlah karyawan : Tetap=2 Tdk tetap= 5
7. Usia Usaha/kapan berdiri : 5 tahun
8. Bentuk Kepemilikan : Perseorangan
9. Bentuk badan hukum : izin Deperindag (siup situ)
10. Daerah/skala Operasi : Nasional= aceh sampai bengkulu
Global= malaysia

B. Profil Pemilik

1. Nama pemilik : Susi Merianti
2. Alamat : Aur
3. Jenis kelamin : Perempuan
4. Umur : 35 Tahun
5. Hobi : Merancang
6. Pekerjaan : Perusahaan Pengadaan barang Kalimantan (sebelumnya)
7. Pendidikan terakhir : S-1 Manajemen Universitas Andalas
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti; Tidak Ada

9. Penghargaan/Prestasi terkait usaha : Tidak Ada
10. Pengalaman kerja terkait usaha : Tidak Ada
11. Sumber Modal : Pribadi

C. Pertanyaan Terkait UKM

1. Pengetahuan terkait dengan pasar

- apa saja yang bapak/ibu ketahui tentang pasar
 - ➔ “ konsumen lebih tertari ke bordiran ya.”
- apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
 - ➔ “ sekarang yang banya pesanan itu baju sekolah dan baju lapangan, karena uni konveksi jadi bordir itu sebagai pendamping konveksi, seperti sergam yang pakai bordir.”
- apa saja yang bapak/ibu ketahui tentang pasar sasaran
 - ➔ “ luas ya dari skolah,kantoran,pasar aur

2. Pemahaman terhadap pesaing

- Se jauh ini seberapa banyak pesaing yang bpk/ibu ketahui bergerak di bidang usaha yang sama?
 - ➔ “ banyak ya, kalau untuk yang MB sekiar 150 an kalau mesin seperti uni ini ada ekitar 50, dan kalau dilihat bukittinggi keseluruhan adalah kisaran 300
- Bagaimana tanggapan bpk/ibu terhadap pesaing yang ada di pasar saat ini?
 - ➔ “ rata-rata produk yng ditawarkan sama (persaingan sempurna).”
- Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu (bordir tasik malaya)?
 - ➔ ‘ disini tidak terlalu diminati karena yang dicari kan memang khas minang

3. Pengetahuan terhadap pelanggan

- Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?

→ “jilbab bordir.”

- Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ?
(puas/tidak puas)

→ “standard ya karena ini kan hial kerja pekerja jadi ya pelanggan dari aur menerima saja

4. Informasi pemasaran

- Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?

○ Seperti: observasi, wawancara dll

→ “ dari internet ya, tapi dulu sempat punya blogspot Cuma kurang jalan sekarang ini.”

5. Pendapat UKM sehubungan dengan peristiwa penting

- Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?

→ “ Tidak ada”

- Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut

→ “ kalau lebran sbenarnya meningkat ya permintaan, tapi permintaan kan juga harus disesuaikan dengan kapasitas mesin yang menghasilkan produk, jadi tidak terlalu banyak lah peningkatan produksinya.”

6. Pemahaman tentang keunggulan bersaing

- Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?
- mungkin kalau keunggulan dari segi adukan warna atau padu padan warna yang di hasilkan ya.dan lebih rapi kalau dari mesin putih.”
- Mengapa konsumen lebih memilih produk dari pada produk lain
- ‘ ya mungkin karena rapi dan pengerjaan bisa siap dengan waktu cepat.”

7. Penetapan harga

- Bagaimana bpk/ibu menentukan penetapan harga?
- Kalau untuk bordirnya saja itu Rp.10.000 kalau termasuk kain Rp.15.000 samapai Rp.23.000 untuk satu helai jilbab
- Apa saja komponen yang dipertimbangkan dalam menetapkan harga
- ‘dulu mungkin mempertimbangkan jumlah stik, kerumitan , tapi kalau sekarang itu ga terlalu, hanya dari mesin saja.”

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

- Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?
- “kalau untuk bordir tidak ada ya. Hanya untuk konveksi.”
- Media apa yang digunakan untuk berpromosi
- “ ya kalau bordir kan orang aur langsung datang kesini jadi ga perlu media promosi

9. Mengetahui pelayanan purna jual

- Jelaskan yang ibu ketahui tentang pelayanan purna jual

→ “ layanan garansi ya.”

- Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

→ “ ada barusan yang mengembalikan jilbaba karena rusak, pokoknya kita bersedia kalau ada terjadi kesalahan, boleh di ganti dengan yang baru.”

10. Mendapatkan informasi tentang pemahaman terhadap produk

- Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan,kualitas,motif yang ditawarkan?

→ “ detail masaalh bahan, model, dan bordr ada karena kan pesana jadi memang harus detail sesuai keinginan pelanggan kita.’

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

- Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

→ “yang pasti ke aur ya, mungkin dari aur baru di kirim ke daerah lain.”

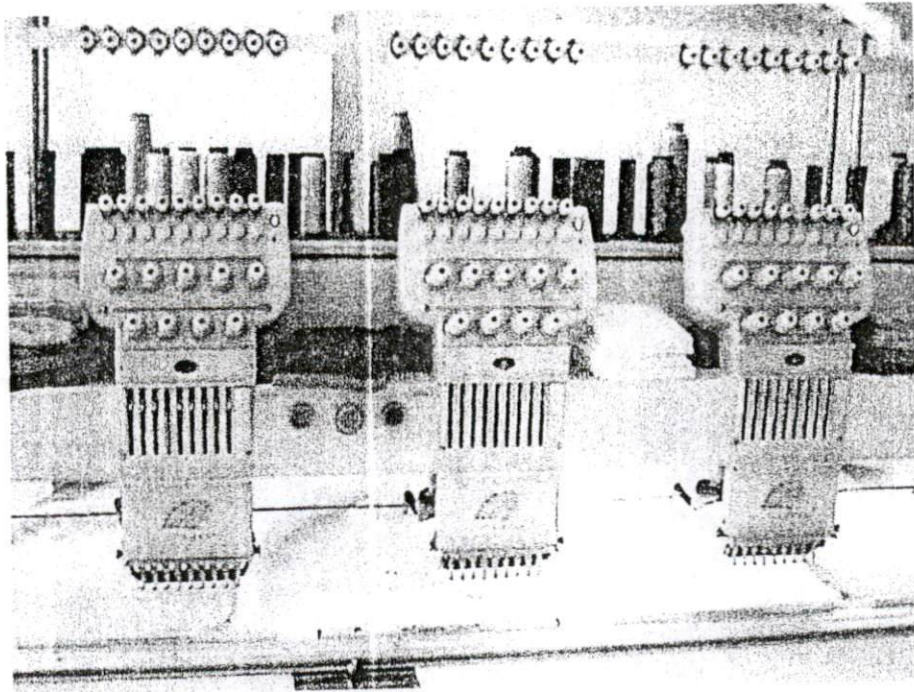
Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

→ “ ya ini dikirim ke aur sebagai perantara, karena disini hanya meayani grosiran

IFTITAH KONVEKSI

NO	QUESTION	ANSWER
1	knowledge related to market in small medium enterprise	Mengerti tentang selera pasar (konsumen) yang mengacu pada bordiran. Bordiran disini adalah sebagai pendamping konveksi dengan pasar sasaran pegawai dan anak sekolah.
2	competitive advantage small medium enterprise sample	Memahami terhadap pesaing yang kira-kira berjumlah 300 dengan rata-rata produk yang dihasilkan sama.
3	knowledge about small medium enterprise customer	Tidak terlalu fokus terhadap pelanggan, karena langsung mengirim kepada agen (Aur).
4	marketing information	Informasi yang didapat dari internet (blogspot).
5	opinions of small and medium enterprises in relation to important events that affect the sustainability of their activities	Gempa dan lebaran tidak memberikan dampak yang signifikan dikarenakan keterbatasan produksi (mesin).
6	competitive advantage	Keunggulan produk pada hasil yang lebih rapi, adukan warna yang tepat dan cepat.
7	explanation of pricing	Penetapan harga yang standar karena akan dikirim ke agen (Aur).
8	information about the promotional activities	Tidak melakukan promosi apapun terkait produk.
9	after-sales service	Melakukan pelayanan purna jual (garansi).
10	information about product under standing	Pelanggan paham dengan produk yang dipesan.
11	distribution / place	Pendistribusian yang tidak langsung (pengiriman ke agen).

IFTITAH KONVEKSI PHOTO



APPENDIX 5
YUNANDA SOUVENIR

Hari / tanggal: Selasa, 16 Juni 2011

Lokasi wawancara: Toko Yunanda souvenir

A. Profil Usaha

1. Nama Usaha : Yunanda Souvenir
2. Alamat : Jl. Cindua Mato
3. Jenis usaha : Bordir, Sulaman dan Souvenir
4. Berapa Jenis produk yang dihasilkan: 5
5. Skala usaha : Kecil (UMKM)
6. Jumlah karyawan : Tetap= 1 Tdk tetap= tidak ada
7. Usia Usaha/kapan berdiri : 10 tahun
8. Bentuk Kepemilikan : Perseorangan
9. Bentuk badan hukum : Tidak Ada (Usaha Keluarga)
10. Daerah/skala Operasi : hanya untuk di jual di pasar Atas

B. Profil Pemilik

1. Nama pemilik : Erni
2. Alamat : cindua mato
3. Jenis kelamin : Perempuan
4. Umur : 45 Tahun
5. Hobi : membaca
6. Pekerjaan : Tidak Ada
7. Pendidikan terakhir : S1- Universitas Padang (UNP)
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti: Tidak ada
9. Penghargaan/Prestasi terkait usaha : Tidak Ada

10. Pengalaman kerja terkait usaha :Tidak Ada

11. Sumber Modal : Pribadi

C.Pertanyaan Terkait UKM

1. Pengetahuan terkait dengan pasar

▪ apa saja yang bapak/ibu ketahui tentang pasar

→ “ ya orang libur saja, ibu tidak pernah memasarkan ke mana-mana cuma menunggu orang yang datang kesini saja, kalau orang ga libur ya stabil.”

▪ apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen

→ “ ya yang khas disini lah,yang terjangkau kalau kerancang kan lebih mahal, kalau produk yang bagus tentu harganya mahal jadi tidak terjangkau dan kurang ada peminat nya.”

▪ apa saja yang bapak/ibu ketahui tentang pasar sasaran

→ “ pasar sasarnya ya para pengunjung karena toko ini kan di jalan raya jadi persinggahan.”

2. Pemahaman terhadap pesaing

▪ Sejauh ini seberapa banyak pesaing yang bpk/ibu ketahui bergerak di bidang usaha yang sama?

→ “ ya lumayan banyaklah.”

▪ Bagaimana tanggapan bpk/ibu terhadap pesaing yang ada di pasar saat ini?

→ “ ya jalani saja usaha ibu ga terlalu memikirkan pesaing yang penting ibu punya cukup variasi produk.”

- Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu (bordir tasik malaya)?

→ “ kurang peminatnya karena yang dicari kan buatan sini, atpi ibu juga ada juga sih jual bordir tasik seperti mukena sini karena harganya yang sedang (murah).”

3. Pengetahuan terhadap pelanggan

- Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?

→ ‘ yang murah-murah saja,buat oleh-oleh.”

- Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ?
(puas/tidak puas)

→ “ kalau ada yang berbeda mereka balik jadi langganan

4. Informasi pemasaran

- Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?

o Seperti: observasi, wawancara dll

→ “ dari pelanggan yang bertanya-tanya saja

5. Pendapat UKM sehubungan dengan peristiwa penting

- Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?

→ “ ya berpengaruh sedikit, berkurangnya omset

- Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut

→ “ sewaktu lebaran meningkat penjualan apalagi banyak orang rantau.kenaikanya kira-kira 100% karena penjual dadakan banyak muncul juga ketika lebaran.”

6. Pemahaman tentang keunggulan bersaing

- Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?

→ “ kalau menurut orang belanja y variasinya

- Mengapa konsumen lebih memilih produk dari pada produk lain

→ “ ya variasi yang banyak.”

7. Penetapan harga

- Bagaimana bpk/ibu menentukan penetapan harga?

→ “ kalau dari baju sulaman itu dari harga Rp.75.000 samapai Rp.310.000. kalau dari mukena bordir dari harga Rp.100.000-Rp.1.000.000 tapi yang satu jutaan jarang yang beli, kalau masalah omset tidak pasti karena ibu sifatnya disni kan usaha iseng-iseng ga terlalu serius dan bersifat menunggu jadi ga terlalu banyak.”

- Apa saja komponen yang dipertimbangkan dalam menetapkan harga

→ Ya dari anak jahit dan lamanya pengerjaan

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

- Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?

→ ‘ Tidak ada’

- Media apa yang digunakan untuk berpromosi

→ “belum pernah ada,ikut semacam pameran juga belum.”

9. Mengetahui pelayanan purna jual

- Jelaskan yang ibu ketahui tentang pelayanan purna jual

→ “tidak tahu”

- Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

→ “tidak pernah ibu seperti itu.”

10. Mendapatkan informasi tentang pemahaman terhadap produk

- Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan, kualitas, motif yang ditawarkan?

→ “ tidak ada pelanggan yang seperti itu, paling Cuma tanya ini bahan nya dari apa

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

- Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

→ “ plingan hanya baarang-barang kerajinan itu kalau ad pesanan.”

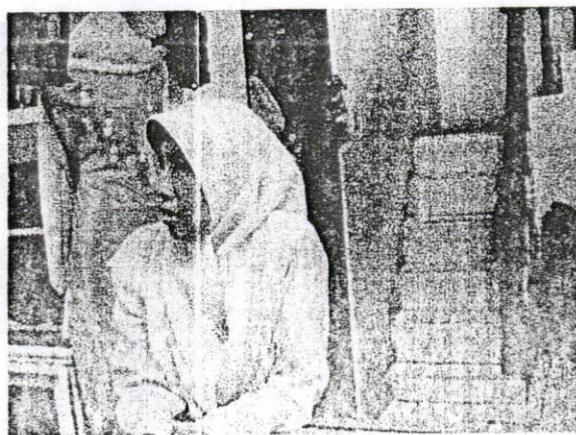
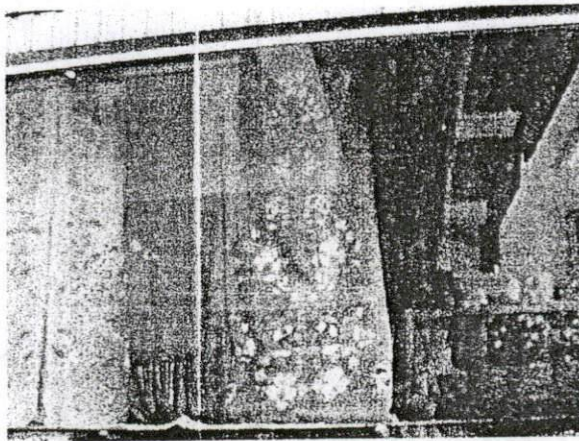
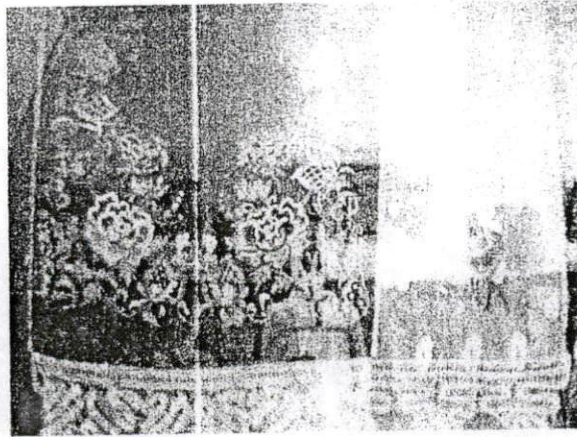
Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

→ “ langsung di toko saj, tidak pernah mengirim

YUNANDA SOUVENIR

NO	QUESTION	ANSWER
1	knowledge related to market in small medium enterprise	Tidak memahami secara jelas pasar (konsumen).
2	competitive advantage small medium enterprise sample	Tidak memahami pesaing dan tidak terfokus terhadap persaingan.
3	knowledge about small medium enterprise customer	Tidak terlalu fokus terhadap pelanggan.
4	marketing information	Tidak melakukan observasi/wawancara secara langsung ataupun tidak langsung kepada konsumen.
5	opinions of small and medium enterprises in relation to important events that affect the sustainability of their activities	Gempa dan lebaran tidak memiliki pengaruh yang signifikan karena banyaknya bermunculan pedagang musiman.
6	competitive advantage	Tidak memahami keunggulan produk secara keseluruhan, hanya melihat dari segi variasi saja.
7	explanation of pricing	Penetapan harga berdasarkan upah jahit dan kerumitan pekerjaan.
8	information about the promotional activities	Tidak melakukan promosi terkait produk.
9	after-sales service	Tidak mengetahui layanan purna jual dan belum pernah melakukannya.
10	information about product understanding	Pelanggan tidak memahami secara jelas produk yang ditawarkan.
11	distribution / place	Mendistribusikan produk secara langsung melalui toko.

YUNANDA SOUVENIR PHOTO



APPENDIX 6
RAHMI SOUVENIR

Hari / tanggal: Selasa, 14 Juni 2011

Lokasi wawancara: Toko Rahmi Bordir

A. Profil Usaha

1. Nama Usaha : Rahmi Bordir
2. Alamat : Pasar Atas lantai 2 Blok.A
3. Jenis usaha : Bordir dan Sulaman
4. Berapa Jenis produk yang dihasilkan: kerancang mesin hitam, bordir, suji cair,
kapalo samek (\pm 5 jenis)
5. Skala usaha : Kecil (UMKM)
6. Jumlah karyawan : Tetap= 2 Tdk tetap=tidak ada
7. Usia Usaha/kapan berdiri : 15 tahun
8. Bentuk Kepemilikan : Perseorangan
9. Bentuk badan hukum : izin Deperindag (siup situ)
10. Daerah/skala Operasi : Nasional=Jakarta,BandaAceh Global=Malaysia

B.Profil Pemilik

1. Nama pemilik : Hj. Tati
2. Alamat : Guguk koto Aur
3. Jenis kelamin : Perempuan
4. Umur : 46 Tahun
5. Hobi : -
6. Pekerjaan : Tidak ada

7. Pendidikan terakhir : Man Model Bukittinggi (SMA)
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti: Tidak Ada
9. Penghargaan/Prestasi terkait usaha : Tidak Ada
10. Pengalaman kerja terkait usaha : Tidak Ada
11. Sumber Modal : Sendiri (tidak pernah menggunakan kredit dari bank, murni dari dana keluarga/pribadi)

C. Pertanyaan Terkait UKM

1. Pengetahuan terkait dengan pasar

- apa saja yang bapak/ibu ketahui tentang pasar
→ “tempat berjual beli”
- apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
→ “kebanyakan pembeli banyak menyukai kerancang tangan”
- apa saja yang bapak/ibu ketahui tentang pasar sasaran
→ “pasar sasaran saya pengunjung yang datang ke bukittinggi.”

2. Pemahaman terhadap pesaing

- Sejauh ini seberapa banyak pesaing yang bapak/ibu ketahui bergerak di bidang usaha yang sama?
→ “banyak dipasar atas ini saja jumlahnya tak terhitung.”
- Bagaimana tanggapan bapak/ibu terhadap pesaing yang ada di pasar saat ini?
→ “kalau menurut ibu yang penting produk ibu saja, apa yang ada sama ibu saja lah.”

- Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu?

→ “ibu ndak ada perhatian, pokoknya apa yang sama ibu saja.”

3. Pengetahuan terhadap pelanggan

- Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?

→ “ya yang paling banyak di cari bordir kerancang tangan.”

- Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ? (puas/tidak puas)

→ “puas, banyak yang jadi langganan, soalnya ibuk buat sendiri bordir dan sulamannya.”

4. Informasi pemasaran

- Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?

○ Seperti: observasi, wawancara dll

→ “ cari-cari tahu dari toko-toko yang lain, meniru apa yang toko lain buat, seperti model baru, pokoknya apa yang orang buat ibu bikin itu juga berarti itu sekarang yang sedang musim.”

5. Pendapat UKM sehubungan dengan peristiwa penting

- Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?

→ “karena gempa jauh turun, soalnya toko ini dilantai 2, omset jauh turun jadinya.”

- Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut

→ “kalau lebaran rame pengunjung, apalagi sehabis lebaran orang merantau banyak yang beli, kalau sekarang ini sepi sekali.”

6. Pemahaman tentang keunggulan bersaing

- Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?

→ “kain ibu pakai kain yang berkualitas tinggi jadi bordir dan sulamannya bagus dan berkualitas juga

- Mengapa konsumen lebih memilih produk dari pada produk lain

→ “ya karena kain yang bagus tadi jadi pelanggan tidak kecewa.”

7. Penetapan harga

- Bagaimana bpk/ibu menentukan penetapan harga?

→ “kalau harga yang tergantung jenis bordir dan sulamannya.”

- Berapa persen kira-kira kenaikan setelah biaya bahan mentah dan jasa terhadap suatu produk?

→ “yang ga banyak-banyak juga karena ibu juga pake harga grosiran, jadi ga tinggi, tergantung susahnya, kalau mukena dari harga Rp.100.000 yang dari pasaran sampai Rp. 1.500.000 itu bordir kerancang mesin hitam ya terjualnya juga jarang kalau yang mahal kalau hanya buat akad nikah(mahar). paling banyak 2 dalam sebulan, kalau mukena

bordir yang murah,lumyanlah kadang sampai 10 potong dalam sebulan

”

- Apa saja komponen yang dipertimbangkan dalam menetapkan harga

→ “upah anak jahit karena membuat bordir kerancang mesin hitam itu kan pakai tangan,terus lama sekali kadang satu kain bisa sampai satu bulan karena masih manual.”

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

- Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?

→ “ya promosi langganan ke teman-temannya.”

- Media apa yang digunakan untuk berpromosi

→ “dulu pernah pasang iklan di Jelita.Fm radio biasanya pas bulan puasa kan orang banyak dengerin radio,jadi pas bulan puasa aja di pasang.”

9. Mengetahui pelayanan purna jual

- Jelaskan yang ibu ketahui tentang pelayanan purna jual

→ “kurang tau ibu.”

- Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

→ “sejauh ini belum ada yang mengembalikan kain karena rusak, tapi kalau ada boleh kalau memang kain ibu yang rusak.”

10. Mendapatkan informasi tentang pemahaman terhadap produk

- Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan, kualitas, motif yang ditawarkan?

→ “kebanyakan pembeli banyak yang tau, karena langganan kan cari kualitas dan mutu makanya mereka datang kesini karena mutu tadi.”

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

- Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

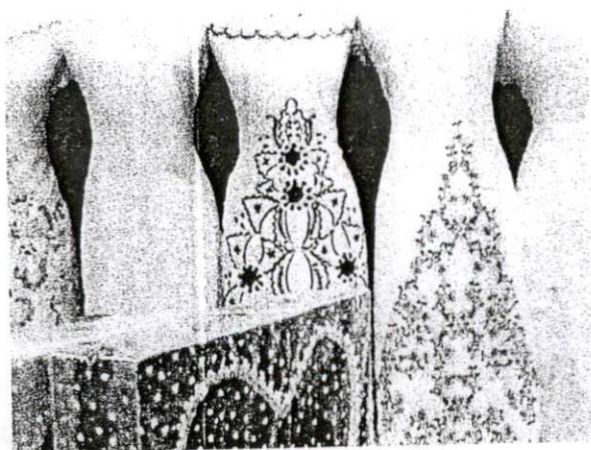
→ “banyak ibu mengirimkan ke jakarta, banda Aceh, ada juga yang minta kirim ke malaysia.”

Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

→ “langsung saja menjual di toko, toko ibu ada dua di pasar atas, dua-duanya rahmi bordir, kalau perantara ga ada tapi kalau mengirim bordir dan sulaman ada lewat TIKI ada.”

RAHMI BORDIR

NO	QUESTION	ANSWER
1	knowledge related to market in small medium enterprise	Tidak memahami pasar (konsumen). Kosumen yang berasal dari pengunjung lebih menyukai bordir kerancang tangan.
2	competitive advantage small medium enterprise sample	Tidak memahami pesaing dan tidak fokus terhadap persaingan.
3	knowledge about small medium enterprise customer	Memahami pelanggan yang puas terhadap produk rancangan sendiri.
4	marketing information	Informasi terkait produk (model, trend, selera konsumen) didapat hanya dengan meniru pesaing yang lain.
5	opinions of small and medium enterprises in relation to important events that affect the sustainability of their activities	Gempa dan lebaran menimbulkan dampak yang signifikan.
6	competitive advantage	Keunggulan produk yang ditawarkan melalui kualitas kain.
7	explanation of pricing	Penetapan harga tergantung jenis bordiran sulaman (semakin banyak bunga, variasi dan model maka semakin tinggi nilainya).
8	information about the promotional activities	Melakukan promosi melalui radio.
9	after-sales service	Tidak memahami layanan purna jual dan belum pernah melakukannya.
10	information about product under standing	Pelanggan memahami dengan jelas produk yang ditawarkan.
11	distribution / place	Pendistribusian langsung di toko dan mengirimkan ke berbagai kota di Indonesia.



MINANG BOUTIQUE PHOTO

APPENDIX 7
MINANG BOUTIQUE

Hari / tanggal: Selasa, 16 Juni 2011

Lokasi wawancara: Minang Boutique

A. Profil Usaha

1. Nama Usaha : Minang Boutique
2. Alamat : Jl. Tembok
3. Jenis usaha : Bordir dan Sulaman
4. Berapa Jenis produk yang dihasilkan:
5. Skala usaha : Menengah (UKM)
6. Jumlah karyawan : Tetap=6 Tdk tetap= \pm 1000 anak jahit
7. Usia Usaha/kapan berdiri : 3 tahun
8. Bentuk Kepemilikan : Perseorangan
9. Bentuk badan hukum : Cv. Tropic
10. Daerah/skala Operasi : Hanya ke Aur

B. Profil Pemilik

1. Nama pemilik : Alibar Nain
2. Alamat : Jl. veteran
3. Jenis kelamin : Laki-laki
4. Umur : 60 Tahun
5. Hobi : Merancang
6. Pekerjaan : Toko obat dan kontraktor (sebelumnya)
7. Pendidikan terakhir : SLTA
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti Tidak Ada
9. Penghargaan/Prestasi terkait usaha : Tidak ada

10. Pengalaman kerja terkait usaha : Tidak Ada
11. Sumber Modal : Pribadi

C. Pertanyaan Terkait UKM

1. Pengetahuan terkait dengan pasar

- apa saja yang bapak/ibu ketahui tentang pasar
 - “ya lagi sepi.”
- apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
 - “Sulaman kerancang tangan
- apa saja yang bapak/ibu ketahui tentang pasar sasaran
 - “orang agen luar daerah.”

2. Pemahaman terhadap pesaing

- Se jauh ini seberapa banyak pesaing yang bapak/ibu ketahui bergerak di bidang usaha yang sama?
 - “ banyak, tapi bapak ga tau umlahnya berapa.”
- Bagaimana tanggapan bapak/ibu terhadap pesaing yang ada di pasar saat ini?
 - “ bapak ga terlalu fokus untuk pesaing ya.”
- Apa saja menurut bapak/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bapak/ibu (bordir tasik malaya)?
 - ‘ karna kita simbolnya minang tidak terlalu takut dengan sulaman atau bordir lain seperti tasik malaya

3. Pengetahuan terhadap pelanggan

- Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?
 - “border kerancang.”

- Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ?
(puas/tidak puas)

→ “bagus, banyak yang menjadi langganan

4. Informasi pemasaran

- Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?

o Seperti: observasi, wawancara dll

→ “ biasanya mencari model atau motif dari internet dan kita juga punya website www.minangboutique.com adi semua foto hasil rancangan dan bordir di posting disana

5. Pendapat UKM sehubungan dengan peristiwa penting

- Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?

→ “kalau gempa belum ada karena kita baru buka tahun 2008.”

- Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut

→ “ biasanya 2 bulan atau 3 bulan menjelang lebaran itu yang rame tapi kalau mau lebaran malah sepi, dan karena bulan puasa kita tutup, karena yang dijual disini kan kebanyakan bahan bordir ya, jadi pengunjung harus beli lebih awal untuk dijahit jadi baju kembali.”

6. Pemahaman tentang keunggulan bersaing

- Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?
- “ hampir sama yang ditawarkan dia aur, karena kalau yang disini kita lebih fokus untuk yang ke aur nya dari pada yang penjualan retail.”
- Mengapa konsumen lebih memilih produk dari pada produk lain
- “ya lebih banyak model.”

7. Penetapan harga

- Bagaimana bpk/ibu menentukan penetapan harga?
- “standard karena juga akan dikirim ke aur.”
- Apa saja komponen yang dipertimbangkan dalam menetapkan harga
- “ kesulitan pengerjaan, waktu pengerjaan bahan

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

- Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?
- “belum ada karena fokus kita disini sebenarnya kan onsumen atau pedagang di aur yang membeli secara grosir jadi sepertinya tidak terlalu perlu untuk melakukn promosi
- Media apa yang digunakan untuk berpromosi
- “tidak ada.”

9. Mengetahui pelayanan purna jual

- Jelaskan yang ibu ketahui tentang pelayanan purna jual
- “tidak tahu”
- Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?
- “mungkin ada tapi sejauh ini belum pernah ada yang mengembalikan produk.”

10. Mendapatkan informasi tentang pemahaman terhadap produk

- Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan, kualitas, motif yang ditawarkan?

→ “rata-rata detail, tapi terkadang catatan mereka itu juga tidak terlalu detail jadi bapak biasanya menjelaskan juga

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

- Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

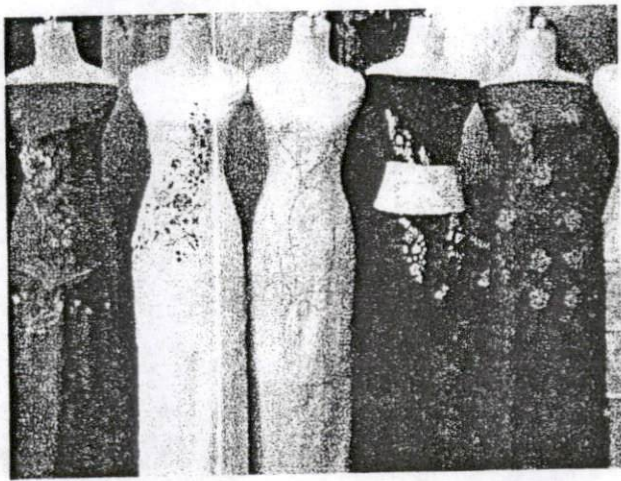
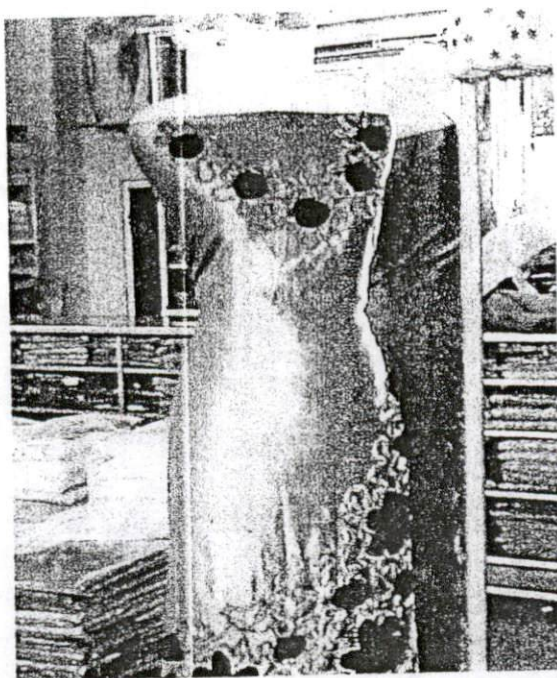
→ “bangkinang, tambilahan, aceh dan malaysia.”

Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

→ “langsung kita jual di toko itu ada yessy bordir dan haduan bordir di aur dan minang boutique disini yang lebih di khusus kan untuk penjualan grosir ke aur.”

MINANG BOUTIQUE

NO	QUESTION	ANSWER
1	knowledge related to market in small medium enterprise	Tidak memahami pasar (konsumen). Pasar sasaranpun hanya 2% dibandingkan dengan pusat pertokoan.
2	competitive advantage small medium enterprise sample	Tidak fokus terhadap persaingan.
3	knowledge about small medium enterprise customer	Memahami dengan jelas kepuasan pelanggan terhadap produk kerancang mesin hitam yang menjadi trend di pasaran.
4	marketing information	Informasi didapat melalui internet (memiliki website).
5	opinions of small and medium enterprises in relation to important events that affect the sustainability of their activities	Kenaikan penjualan terjadi menjelang lebaran.
6	competitive advantage	Tidak memahami tentang keunggulan produk secara keseluruhan karena hanya melihat dari segi motif.
7	explanation of pricing	Penetapan harga yang standar karena akan dikirim ke agen (Aur).
8	information about the promotional activities	Tidak melakukan promosi terhadap produk.
9	after-sales service	Tidak memahami layanan purna jual dan belum pernah melakukannya.
10	information about product understanding	Pelanggan memahami secara jelas produk yang ditawarkan.
11	distribution / place	Pendistribusian secara langsung di toko dan secara tidak langsung melalui perantara agen.



DIAN BORDIR PHOTO

APPENDIX 8

DIAN BORDIR

Hari / tanggal: Selasa, 14 Juni 2011

Lokasi wawancara: Toko Dian Bordir

A. Profil Usaha

1. Nama Usaha : Dian Bordir
2. Alamat : Komp. Pertokoan Pasar Atas Lt.2
3. Jenis usaha : Bordir Sulaman dan souvenir
4. Berapa Jenis produk yang dihasilkan: ± 5
5. Skala usaha : Menengah (UKM)
6. Jumlah karyawan : Tetap= 40 (termasuk anak jahit) Tdk tetap= 1
7. Usia Usaha/kapan berdiri : 35 tahun
8. Bentuk Kepemilikan : Perseorangan
9. Bentuk badan hukum : Tidak Ada
10. Daerah/skala Operasi : Nasional= Jakarta, Kalimantan
Global= Malaysia, Singapore

B. Profil Pemilik

1. Nama pemilik : Rifzawati
2. Alamat : Jl. Sijolang Tengah Sawah
3. Jenis kelamin : Perempuan
4. Umur : 54 Tahun
5. Hobi : Merancang
6. Pekerjaan : Tidak ada
7. Pendidikan terakhir : PGA
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti: Tidak Ada
9. Penghargaan/Prestasi terkait usaha : Tidak Ada

10. Pengalaman kerja terkait usaha : Tidak Ada
11. Sumber Modal : Pribadi

C.Pertanyaan Terkait UKM

1. Pengetahuan terkait dengan pasar

- apa saja yang bapak/ibu ketahui tentang pasar
→ **“sedang ramai sekarang ini.”**
- apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
→ **“memang bordiran atau sulaman mukena, baju kebaya, baju kurung.”**
- apa saja yang bapak/ibu ketahui tentang pasar sasaran
→ **“ memang banyak pengunjung, ya seperti orang malaysia, singapore, Aceh.”**

2. Pemahaman terhadap pesaing

- Sejauh ini seberapa banyak pesaing yang bapak/ibu ketahui bergerak di bidang usaha yang sama?
→ **“banyak sekali ya.”**
- Bagaimana tanggapan bapak/ibu terhadap pesaing yang ada di pasar saat ini?
→ **“kalau ada keluhan dari pelanggan kenapa barang ibu lebih mahal dari tempat lain (pesaing ibu) ibu jelaskan kalau produk ibu lebih mahal pasti karena ada kelebihan mungkin bordir dan bunga sulamannya lebih bagus atau kain nya juga lebih bagus, dan kalau murah pasti karena ada kekurangannya.”**
- Apa saja menurut bapak/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bapak/ibu (bordir tasik malaya)?
→ **“ibu kurang berminat untuk menjualnya karena terlalu sederhana dan peminat pun kurang.”**

3. Pengetahuan terhadap pelanggan

- Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?
→ **“ Mukena kerancang mesin hitam dan mukena solder pariaman ”**
- Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ?
(puas/tidak puas)
→ **“ banyak yang jadi langganan karena puas, dan banyak pesanan jadi nya, seperti peabat dan artis pun pernah belanja disini, contohnya: Bpk.SBY, Bpk. Gamawan fauzi, tukul, mulan jameela dan banyak lagi.”**

4. Informasi pemasaran

- Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?
 - Seperti: observasi, wawancara dll
- **“ dari buku ya, mungkin karena ibu orang lama jadi tidak kenal internet, jadi kalau ada buku baru berarti kan ada motif baru juga jadi ibu tiru saja, tapi kalau dari pelanggan biasanya mereka telepon dan pesan, jadi ibu tahu dari situ aja selera konsumennya.”**

5. Pendapat UKM sehubungan dengan peristiwa penting

- Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?
- **“ karena tempat ibu lumayan strategis di depan jadi tidak terlalu berpengaruh walaupun di lantai 2, tapi syukunya barang ibu tidak ada yang rusak toko pun tidak ada yag retak, karena bangunanya ini masih kuat ya, jadi hampir tidak ada pengaruhnya begitu juga dengan penjualan.”**

- Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut

→ “ kalau lebaran rasanya sehabis sholat it mau rasanya langsung buka toko karena sangat ramainya, tapi biasanya ibu lebaran hari ke-2 sudah buka itu rame sekali orang pulang basamo yang belanja.”

6. Pemahaman tentang keunggulan bersaing

- Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?

→ “ kelebihan yang nampak menonjol tidak ada ya karena kan produk ibu dan yang lain merata ya seperti.”

- Mengapa konsumen lebih memilih produk dari pada produk lain

→ “ tidak ada kelebihan yang nampak ya , cuma pintar-pintar kita memikat pelanggan saja.”

7. Penetapan harga

- Bagaimana bpk/ibu menentukan penetapan harga?

→ “penetapan harga biasanya dengan modal + 100% atau dinaikan 80% dari modal.”

- Apa saja komponen yang dipertimbangkan dalam menetapkan harga

→ “ ya dari modelnya ya. Kalau model bagus tentu dari bahan yang bagus, didukung motif yang banyak dan lama pengerjaanya.”

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

- Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?

→ “promosi dari mulut ke mulut saja ya, karena orang sudah banyak tahu tentang produk ibu.”

- Media apa yang digunakan untuk berpromosi

→ “dulu pernah ikut pameran ke singapore tahun 2002.”

9. Mengetahui pelayanan purna jual

- Jelaskan yang ibu ketahui tentang pelayanan purna jual

→ “kurang paham nak.”

- Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

→ “jarang terjadi ya, karena ketika penyusunan barang kan biasanya kita cek barangnya, yang kotor dan rusak disisihkan, supaya pelanggan puas hati berbelanja.”

10. Mendapatkan informasi tentang pemahaman terhadap produk

- Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan, kualitas, motif yang ditawarkan?

→ “banyak misalnya dia ingin kain yang alena, cotton silk, sutra, spoon silk.”

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

- Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

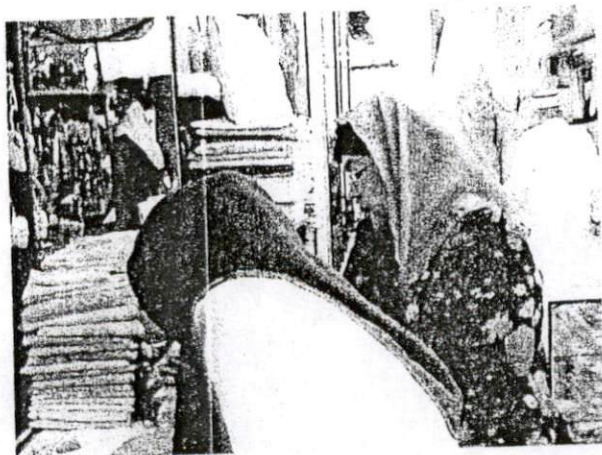
→ “ paling banyak itu ke Jakarta, Medan dan lampung.”

Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

→ “langsung di jual di toko ada dan dikirim juga ada.”

DIAN BORDIR

NO	QUESTION	ANSWER
1	knowledge related to market in small medium enterprise	Tidak memahami pasar (konsumen), trend dipasaran saat ini berupa bordiran dan pasar sasarannya merupakan pengunjung wisatawan.
2	competitive advantage small medium enterprise sample	Memahami tentang pesaing, berusaha lebih unggul terhadap produk dan berusaha kompetitive dalam persaingan.
3	knowledge about small medium enterprise customer	Pelanggan dengan cakupan yang luas mulai dari presiden, pejabat, artis, dan pengunjung lainnya.
4	marketing information	Informasi model didapat dari majalah dan observasi tidak langsung berdasarkan permintaan pesanan konsumen.
5	opinions of small and medium enterprises in relation to important events that affect the sustainability of their activities	Lebaran mengalami peningkatan yang signifikan terhadap penjualan.
6	competitive advantage	Tidak memahami kelebihan produk secara jelas namun memberikan servis yang memuaskan.
7	explanation of pricing	Penetapan harga = modal + 100% atau 80%
8	information about the promotional activities	Melakukan promosi dengan mengikuti pameran di luar negeri (singapur).
9	after-sales service	Tidak memahami layanan purna jual dan belum pernah melakukannya.
10	information about product under standing	Pelanggan memahami secara jelas produk yang ditawarkan.
11	distribution / place	Pendistribusian secara langsung di toko dan pengiriman ke berbagai daerah di Indonesia.



NATASHA BORDIR PHOTO

APPENDIX 9
NATASHA BORDIR

Hari / tanggal: Selasa, 16 Juni 2011

Lokasi wawancara: Pabrik Natasha bordir

A. Profil Usaha

1. Nama Usaha : Natasha bordir
2. Alamat : aur tigo baleh-tambuo
3. Jenis usaha : border komputer
4. Berapa Jenis produk yang dihasilkan: jilbab (1)
5. Skala usaha : Kecil (UMKM)
6. Jumlah karyawan : Tetap=2 Tdk tetap= tidak ada
7. Usia Usaha/kapan berdiri : 1 tahun
8. Bentuk Kepemilikan : Perseorangan
9. Bentuk badan hukum : Tidak ada
10. Daerah/skala Operasi : Hanya di jual ke pasar grosir Aur

B. Profil Pemilik

1. Nama pemilik : Agus
2. Alamat : aur tigo baleh - tambuo
3. Jenis kelamin : Laki-laki
4. Umur : 28 tahun
5. Hobi : merancang
6. Pekerjaan : mekanik mesin border (sebelumnya)
7. Pendidikan terakhir : SLTA
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti: Tidak Ada

9. Penghargaan/Prestasi terkait usaha : Tidak Ada
10. Pengalaman kerja terkait usaha : Pernah bekerja dengan orang lain sebagai mekanik bordir
11. Sumber Modal : Pribadi

C. Pertanyaan Terkait UKM

1. Pengetahuan terkait dengan pasar

- apa saja yang bapak/ibu ketahui tentang pasar
→ **“sudah mulai ramai karena mau lebaran ya.”**
- apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
→ **“susah sih ya karena tren di pasar itu satu minggu sekali ganti tren.”**
- apa saja yang bapak/ibu ketahui tentang pasar sasaran
→ **“pasar sasaran saya ya konsumen dari aur saja.”**

2. Pemahaman terhadap pesaing

- Se jauh ini seberapa banyak pesaing yang bpk/ibu ketahui bergerak di bidang usaha yang sama?
→ **“ya banyak ya disini aja kira2 lebih seratus.”**
- Bagaimana tanggapan bpk/ibu terhadap pesaing yang ada di pasar saat ini?
→ **“ya hampir sama produk yang dihasilkan palingan hanya beda motif.”**
- Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu (bordir tasik malaya)?
→ **“tidak terlalu berpengaruh, walaupun saya dari tasik tapi saya tidak memproduksi bordiran tasik karena disini kurang peminatnya.”**

3. Pengetahuan terhadap pelanggan

- Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?

→ “jilbab bordir”

- Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ?

(puas/tidak puas)

→ “ kalau dari orang aur sih selalu minta berarti ya puas.”

4. Informasi pemasaran

- Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?

○ Seperti: observasi, wawancara dll

→ “ biasanya liat motif dari internet, kalau dari pelanggan sendiri tidak pernah, karena saya kan langsung kirim ke aur jadi tidak bertatap muka langsung dengan konsumen.”

5. Pendapat UKM sehubungan dengan peristiwa penting

- Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?

→ “tidak ada karena kan saya baru satu tahun.”

- Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut

→ “ ya kalau dari aur sendiri pasti banyak permintaan ya karena lebaran, biasanya 1 bulan sebelumnya sudah di pesan.”

6. Pemahaman tentang keunggulan bersaing

- Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?

→ “tidak ada biasa saja.”

- Mengapa konsumen lebih memilih produk dari pada produk lain

→ “ mungkin lebih rapi ya.”

7. Penetapan harga

- Bagaimana bpk/ibu menentukan penetapan harga?

→ “ kalau harga relatif ya rata-rata 35.000 untuk jilbab, dan biasanya dikirim 20 kodi per minggu ke aur.”

- Apa saja komponen yang dipertimbangkan dalam menetapkan harga

→ “ya benang,kain,upah pekerja,perawatn mesin.”

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

- Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?

→ “ tidak ada.”

- Media apa yang digunakan untuk berpromosi

→ “belum ada.”

9. Mengetahui pelayanan purna jual

- Jelaskan yang ibu ketahui tentang pelayanan purna jual

→ “ tidak tahu.”

- Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

→ “ tidak ada, katena kita grosir.”

10. Mendapatkan informasi tentang pemahaman terhadap produk

- Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan, kualitas, motif yang ditawarkan?

→ “permintaan dari aur tidak terlalu detail, yang saya tawarkan ya mereka menerima”

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

- Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

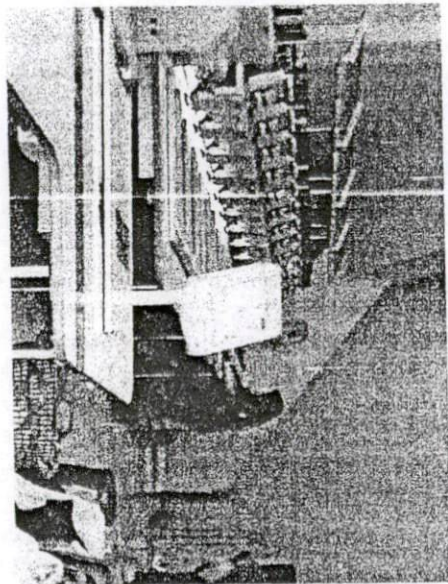
→ “saya Cuma kasih ke aur, nati orang aur yang distribusikan ke daerah2.”

Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

→ “melalui perantara orang aur.”

NATASHA BORDIR

NO	QUESTION	ANSWER
1	knowledge related to market in small medium enterprise	Tidak memahami pasar (konsumen) karena pasar sasarannya hanya agen di Aur.
2	competitive advantage small medium enterprise sample	Tidak mengetahui persaingan dan tidak terfokus terhadap persaingan.
3	knowledge about small medium enterprise customer	Tidak mengetahui kepada kepuasan pelanggan karena langsung mengirimkan ke agen Aur.
4	marketing information	Informasi di dapat di internet.
5	opinions of small and medium enterprises in relation to important events that affect the sustainability of their activities	Lebaran memberikan dampak yang signifikan terhadap peningkatan pemesanan.
6	competitive advantage	Tidak memahami keunggulan produk yang ditawarkan.
7	explanation of pricing	Penetapan harga yang rendah karena akan dikirim ke agen di Aur.
8	information about the promotional activities	Tidak melakukan promosi terkait produk.
9	after-sales service	Tidak mengetahui layanan purna jual dan tidak adanya garansi produk.
10	information about product under standing	Pelanggan tidak memahami produk karena produk hanya didistribusikan kepada agen.
11	distribution / place	Pendistribusian secara tidak langsung dengan mengirimkan ke agen di Aur.



Hari / tanggal: Selasa, 16 Juni 2011

Lokasi wawancara: cha-cha konveksi

A. Profil Usaha

1. Nama Usaha : Cha-cha Konveksi
2. Alamat : aur tigo baleh- tambuo
3. Jenis usaha : Bordir computer (jilbab dan baju)
4. Berapa Jenis produk yang dihasilkan: 2 jenis
5. Skala usaha : Kecil (UMKM)
6. Jumlah karyawan : Tetap=4 Tdk tetap= 3
7. Usia Usaha/kapan berdiri : 4 tahun
8. Bentuk Kepemilikan : Perseorangan
9. Bentuk badan hukum : Tidak ada
10. Daerah/skala Operasi : hanya dikirim ke pasar aur saja

B. Profil Pemilik

1. Nama pemilik : Irnawati
2. Alamat : aur tigo baleh-tambuo
3. Jenis kelamin : Perempuan
4. Umur : 30 tahun
5. Hobi : merancang
6. Pekerjaan : tidak ada
7. Pendidikan terakhir : Tsanawiyah kubang puting (SMP)
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti: tidak ada

APPENDIX 10
CHA-CHA KONVEKSI

9. Penghargaan/Prestasi terkait usaha : Tidak ada
10. Pengalaman kerja terkait usaha : Tidak ada
11. Sumber Modal : Pribadi

C. Pertanyaan Terkait UKM

1. Pengetahuan terkait dengan pasar

- apa saja yang bapak/ibu ketahui tentang pasar
→ **“ sedang sepi sekarang.”**
- apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
→ **“ disini kan hanya ditawarkan jilbab dan baju bordir saja.”**
- apa saja yang bapak/ibu ketahui tentang pasar sasaran
→ **“uni hanya mengirim ke aur saja, jadi hany aur pasar sasarnya.”**

2. Pemahaman terhadap pesaing

- Se jauh ini seberapa banyak pesaing yang bpk/ibu ketahui bergerak di bidang usaha yang sama?
→ **“ banyak ya, disekitar ini ajah banyak ya.”**
- Bagaimana tanggapan bpk/ibu terhadap pesaing yang ada di pasar saat ini?
→ **“ya tergantung rezeki masing-masing, karena poduk yang dihasilkan hampir sama.”**
- Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu (bordir tasik malaya)?
→ **“ tidak ada karena hampir sama saja, hanya terkadang beda motif, dsii tidak ada bordir tasik malaya.”**

3. Pengetahuan terhadap pelanggan

- Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?

→ **“jilbab bordir mesin putih.”**

- Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ?

(puas/tidak puas)

→ **“pelanggan kan hanya dri aur ya puas rata-rata.”**

4. Informasi pemasaran

- Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?

○ Seperti: observasi, wawancara dll

→ **“dari majalah, dari internet, dan biasanya beli satu contoh model baju bordiran dari jakarta (mangga 2) dan di bikin disini model yang lainnya.”**

5. Pendapat UKM sehubungan dengan peristiwa penting

- Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?

→ **“ya gempa kemaren ya lumayan menurunlah.”**

- Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut

→ **“kalau tahun lalu lebaran kenaikanya bisa mencapai 2 kali lipat dari biasanya tapi tahun sekarang sudah mau lebaran tapi masih sepi permintaan.”**

6. Pemahaman tentang keunggulan bersaing

- Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?

→ “ya mungkin dari segi harga yang lumayan murah.”

- Mengapa konsumen lebih memilih produk dari pada produk lain

→ “karena selain harga yang relatif murah, pengerjaanya juga rapi.”

7. Penetapan harga

- Bagaimana bpk/ibu menentukan penetapan harga?

→ “harga yang terjangkau, banyak juga mahasiswa dari padang yang berbelanja kesini dan menjual lagi di kampus karena bisa dapat untung yang lumayan juga.”

- Apa saja komponen yang dipertimbangkan dalam menetapkan harga

→ “kain, benang (bahan)”

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

- Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?

→ “kalau yang langsung uni tidak ada, karena biasanya orang sudah tahu dan mencari kesini saja.”

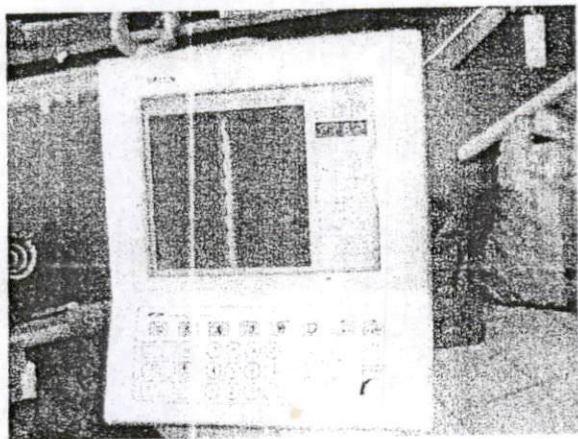
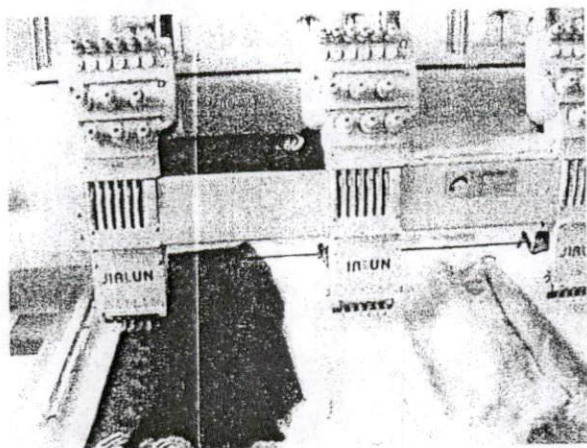
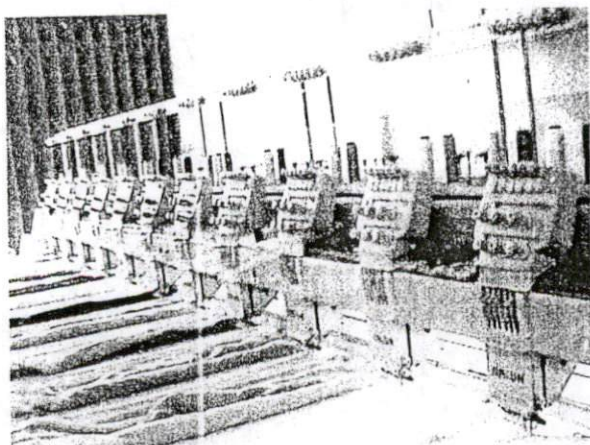
- Media apa yang digunakan untuk berpromosi

→ “kalau ikut pameran itu biasanya orang lain ya, seperti perantara, jadi dia yang ikut pameran di lapangan kantin tapi pakai produk uni, tapi kalau uni langsung tidak pernah.”

9. Mengetahui pelayanan purna jual

- Jelaskan yang ibu ketahui tentang pelayanan purna jual

→ “tidak tahu”



CHA-CHA KONVEKSI PHOTO

CHA-CHA KONVEKSI

NO	QUESTION	ANSWER
1	knowledge related to market in small medium enterprise	Tidak memahami pasar (konsumen) karena hanya mengirimkan langsung kepada agen di Aur.
2	competitive advantage small medium enterprise sample	Tidak fokus terhadap persaingan yang ada di pasaran.
3	knowledge about small medium enterprise customer	Tidak memahami pelanggan karena langsung mengirimkan ke agen di Aur.
4	marketing information	Informasi didapat dari internet dan contoh barang dari luar kota (Jakarta).
5	opinions of small and medium enterprises in relation to important events that affect the sustainability of their activities	Gempa dan lebaran tidak memberikan dampak yang signifikan.
6	competitive advantage	Keunggulan produk pada harga yang relatif murah.
7	explanation of pricing	Penetapan harga berdasarkan bahan (kain dan benang) dan upah pekerja.
8	information about the promotional activities	Tidak melakukan promosi langsung (perantara/agen yang melakukan pameran).
9	after-sales service	Tidak melayani purna jual dan belum pernah melakukannya.
10	information about product under standing	Tidak mengetahui pemahaman pelanggan terhadap produk karena langsung mengirimkan pada agen di Aur.
11	distribution / place	Pendistribusian secara tidak langsung melalui perantara agen di Aur.

- Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

→ “ kalau ada yang cacat bisa dikembalikan tapi waktu menyusun barang biasanya kita cek dulu jadi kalau ada yang rusak dikeluarkan dulu.”

10. Mendapatkan informasi tentang pemahaman terhadap produk

- Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan,kualitas,motif yang ditawarkan?

→ “ tidak ada,kalau masalah motif bordir baju bisanya apa yang uni bikin saja tapi kalau motif jilbab dari orang aur.”

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

- Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

→ “hanya ke aur saja, nanti orang aur yang mendistribusikan.”

Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

→ “melalui perantara orang aur.”